



THE  
OZONE  
PROJECT

# READING THE NATION WITH OZONE

Thanks to our reach of over 99% of the UK's online population, Ozone's single user view of content consumption provides unrivalled insights to the stories that matter to our readers all across the UK

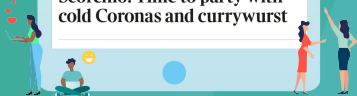


Week ending Sunday 18th July



REQUEST ACTIVATION





## Top 3 content topics by weekly growth



**Travel**  
**19.4m page views**  
**+17% WoW**



**Video Gaming**  
**483k page views**  
**+9% WoW**



**Books & Literature**  
**2.2m page views**  
**+9% WoW**

Source: The Ozone Project 2021

## 19.4m

Travel  
Page Views

With school almost out and many British families busily preparing for their summer holidays, last week's UK Government international travel update - once again - increased engagement and readership with our travel category, with **19.4m page views** the third highest of the year

## +9%

Video Gaming  
PVs growth

The record \$1.5m sale of a mint condition Super Mario 64 game at auction, Nintendo's latest Legend of Zelda game release and the return of PlayStation 5 stock to retailers drove video gaming category page views to **+9% growth week on week**, with unique users also up +8%

## +24%

Books unique  
users growth

With holidays for many Brits now happening or looming, readership of our books & literature category grew **+24% week on week**, with page views also increasing by +9%. Poetry, fiction and children's literature were the top-performing subtopics by page views last week

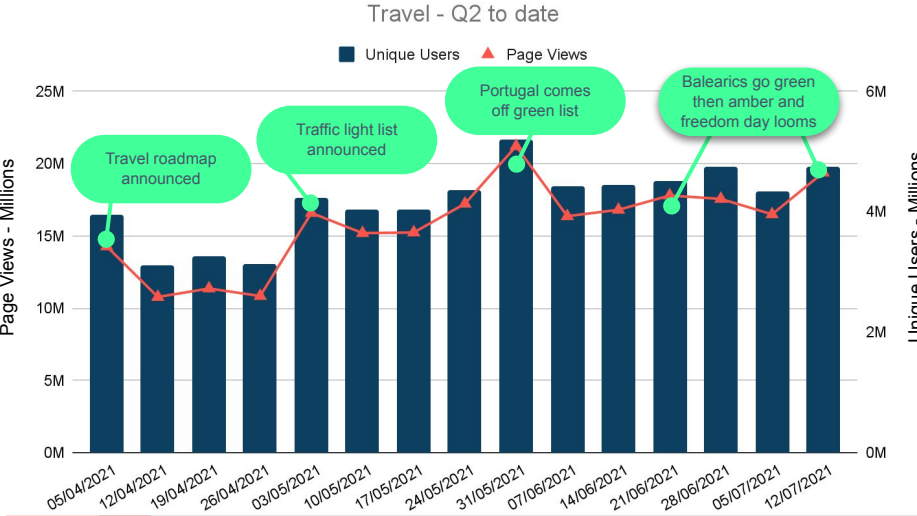
## Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Travel	19.4m	17%	4.7m	9%
Video Gaming	483k	9%	152k	8%
Books & Literature	2.2m	9%	659k	24%
Healthy Living	2.6m	8%	976k	9%
Science	7.9m	5%	2.4m	2%
News & Politics	82.4m	4%	9.9m	-2%
Automotive	6.6m	0%	1.9m	-3%
Television	26.3m	0%	5.2m	-5%
Fine Art	2.8m	-1%	989k	0%
Shopping	7.2m	-2%	1.7m	-4%



This week, we take a longer-term view of our travel category back to when the UK Government first laid out its 'return to travel' roadmap in early April

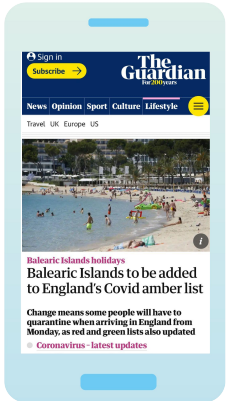
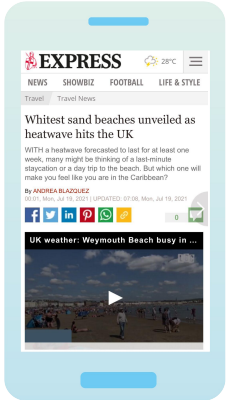
Now, with more overseas options available for the double vaccinated, the upcoming school summer holidays and the onset of a UK-wide heatwave, travel is this week's hottest Ozone category



**+9%** higher PVs than the 4-week average. Last week's 19.4m travel page views was **+9% higher than the 4-week average**, a period in which Spain's Balearic Islands were added to the green list and then moved to the amber list a fortnight later

**10.5m** locations page views. 54% of engagement, or **10.5m page views**, came from location-specific content, as Brits reacted to both the international travel update and sought out UK locations to enjoy the country's current heatwave

**+25%** PVs growth on 17th July. With the mercury hitting the high 20s and low 30s over the weekend, Saturday saw travel page view increase **+25% versus the day before** as sun seeking Brits decided which of the UK's best beaches to flock to



Source: The Ozone Project 2021