



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

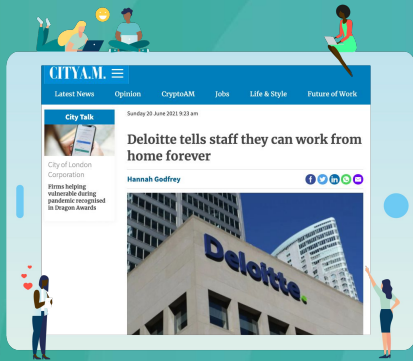


Week ending Sunday 20th June



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Home & Garden
7.9m page views
+31.0% WoW



Careers
3.6m page views
+28.1% WoW



Family & Relationships
32.1m page views
+25.7% WoW

Source: The Ozone Project 2021

52%
Share of total
F&R PVs

Last week, preparations for Father's Day, which took place on Sunday 20th June, boosted interest in our parenting content, with **16.6m parenting page views** making up a 52% share of the family and relationships category's weekly total of 32.1m page views, which grew +26% week on week

3.6m
Careers
page views

Elsewhere, as the debate about making remote working a default post-pandemic right for UK workers trended, our careers content also enjoyed strong weekly growth, with page views and unique users up +28% (to 3.6m) and +24% (to 1.2m) respectively week on week

3.5m
Gardening
page views

And finally, gardening continued to enjoy its moment in the sun (and the heavy June rain!) as one of Britain's key lockdown trends, with **3.5m page views** boosting our home and garden category to last week's top performer by page views engagement and unique user audience growth

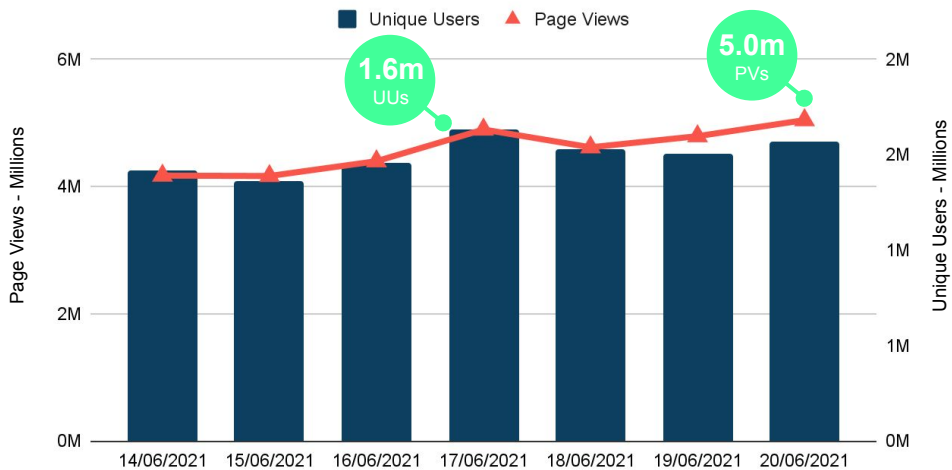
Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Home & Garden	7.9m	31.0%	2.5m	27.1%
Careers	3.6m	28.1%	1.2m	24.2%
Family & Relationships	32.1m	25.7%	6.4m	13.6%
Style & Fashion	15.3m	23.5%	4.0m	17.9%
Books & Literature	2.6m	22.2%	750k	25.5%
Healthy Living	3.9m	18.7%	1.4m	19.9%
Science	9.6m	13.5%	2.9m	11.7%
Medical Health	71.1m	10.3%	10.3m	4.6%
Food & Drink	13.8m	9.6%	4.0m	9.9%
Automotive	7.5m	9.1%	2.2m	7.6%

Father's Day, on Sunday 20th June, boosted the family and relationships content category across the Ozone platform, as the parenting subtopic drove engagement and readership



Family & Relationships - Last 7 Days



+12% Higher than 4-wk average

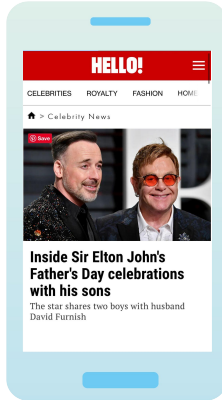
Last week's 32.1m family and relationships page views were +12% higher than the 4-week average, as weekly engagement with Father's Day related content peaked in the build up to Sunday 20th June

1.6m Unique users on 17/06/2021

A daily high of 1.6m unique users on 17th June, up +12% vs. the prior day, pointed to peak Father's Day planning, which is worth considering for similar events like Mother's Day, Valentine's Day or even Christmas

5.0m Page views on 20/06/2021

On Father's Day itself, engagement with family and relationships content reached 5.0m page views - the highest number of views last week - as content specific to the day, including celeb celebrations, was published



Source: The Ozone Project 2021

Euro 2020 entered its second week of 1st round matches in the 7 days to 20th June

Depending on your allegiance, it was a good or bad week for the home nations as England and Scotland contested a goalless draw at Wembley, and Wales qualified for the 2nd round despite defeat to Italy in Rome

While weekly football page views and unique users both fell slightly - to **38.2m** and **9.5m** respectively - it's worth noting that the Christian Eriksen cardiac arrest story in the prior week was hugely newsworthy across Ozone

Football - Last 4 Weeks

