



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

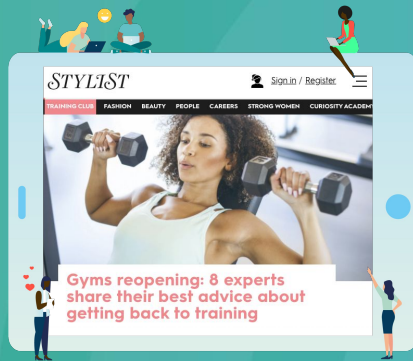


Week ending Sunday 25th April



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Health Living
2.5m page views
+29.1% WoW



Sport
43.6m page views
+28.9% WoW



Video Gaming
507k page views
+26.9% WoW

Source: The Ozone Project 2021

+29%
page view
growth WoW

With gym reopenings looming, health conscious Brits continued to spend time online reading fitness and exercise content - a key trend during the last year - increasing **Healthy Living** page views by **+29.1% week-on-week**, making it our top performing content by weekly rate of growth

43m
Sport page
views

Elsewhere, **Sport** content was super heated by the footballing world's furious reaction to the planned European Super League, proposed by clubs including Manchester City, Manchester United, Liverpool and Chelsea. A huge **43m page views was up +28.9% week on week**

7.4m
Additional
PVs WoW

And finally, driven by the Number 10 'chatty rat' and 'cash for curtains' scandals, News & Politics remained our biggest topic overall, with **an additional 7.4m page views** consumed across the Ozone platform in the week to 25th April compared to the prior 7-day period; a **+10% increase**

Top 10 content topics

| Category | Page Views | WoW Growth | Unique Users | WoW Growth |
|-----------------|------------|------------|--------------|------------|
| Healthy Living | 2.5m | 29.1% | 951k | 26.2% |
| Sport | 43.6m | 28.9% | 5.8m | 18.5% |
| Video Gaming | 507k | 26.9% | 172k | 29.3% |
| Education | 1.7m | 15.3% | 656k | 17.5% |
| News & Politics | 81.3m | 10.0% | 9.8m | 5.5% |
| Automotive | 6.5m | 9.0% | 1.9m | 7.9% |
| Science | 8.3m | 8.2% | 2.5m | 6.7% |
| Travel | 11.4m | 5.4% | 3.3m | 4.8% |
| Music & Audio | 6.3m | 4.4% | 1.4m | 6.9% |
| Home & Garden | 6.7m | 3.7% | 2.0m | -3.1% |

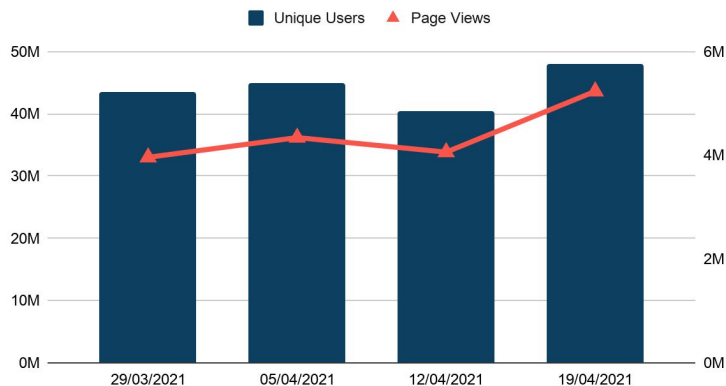
READING THE NATION

Sport was one of our best performing content topics by weekly growth; growth that was largely driven by our passionate football audience's reaction to the now doomed **European Super League**

The story's wide appeal and cross-over into the world of News & Politics ignited the consumption of Super League-related content across the Ozone platform

SPORT IN FOCUS

Sport - Last 4 Weeks



+29%

Page view growth WoW

With an almost universally negative reaction to the planned European Super League and the clubs involved from commentators and fans alike, sport page views grew by a net busting **+29%** week on week

+19%

Unique user growth WoW

While unique sport readers grew **+19%** over the same week on week period, the higher page view growth rate drove engagement, with average page views per unique user up **+9%** week on week

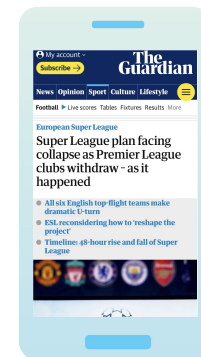
8.8m

PVs on April 20th

Daily sport page views peaked at **8.8m** on 20th April as Tottenham sacked their manager Jose Mourinho and UK Prime Minister Boris Johnson called the clubs involved in the Super League a "cartel"



#1 Sport article
460k page views



#2 Sport article
338k page views

