



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 July

REQUEST ACTIVATION





**+60%**

Video Gaming  
PVs growth

Last week's release of GTA Online: Los Santos Tuners, Rockstar Games' latest update to its highly successful online multiplayer game, and news that Valve will launch its Steam Deck handheld video games console drove video gaming engagement, with **+60% page views growth week on week**

**3.4m**

Books &  
Literature PVs

The royal revelation that Prince Harry has agreed a book publishing deal to write his autobiography, in which the Duke of Sussex is set to open up about life in the Royal Family, increased engagement with our books & literature category, with **3.4m page views up +57% week on week**

**5.7m**

Hobbies &  
Interests PVs

Growth in engagement with our hobbies and interests category coincided with the start of the school summer holidays, as **5.7m page views grew +45% week on week**. Among the top associated content areas were arts and crafts, boats and watercrafts, and photography

## Top 3 content topics by weekly growth



Video Gaming

775k page views  
+60% WoW



Books & Literature

3.4m page views  
+57% WoW



Hobbies & Interests

5.7m page views  
+45% WoW

Source: The Ozone Project 2021

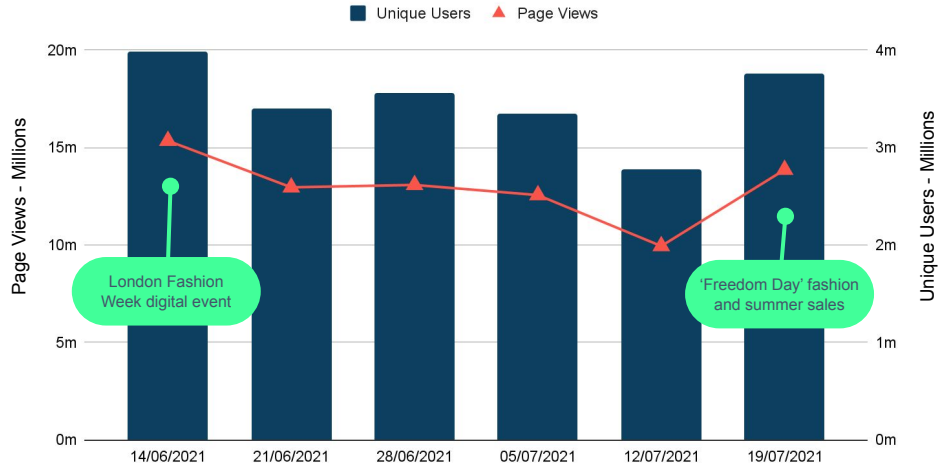
## Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Video Gaming	775k	60%	277k	82%
Books & Literature	3.4m	57%	868k	32%
Hobbies & Interests	5.7m	45%	1.8m	53%
Pets	3.0m	45%	1.1m	44%
Style & Fashion	13.9m	39%	3.8m	35%
Home & Garden	9.0m	25%	2.8m	25%
Science	9.8m	24%	2.9m	24%
Business & Finance	27.8m	24%	6.2m	22%
Music & Audio	7.3m	21%	1.8m	39%
Real Estate	4.3m	19%	1.5m	16%

# READING THE NATION

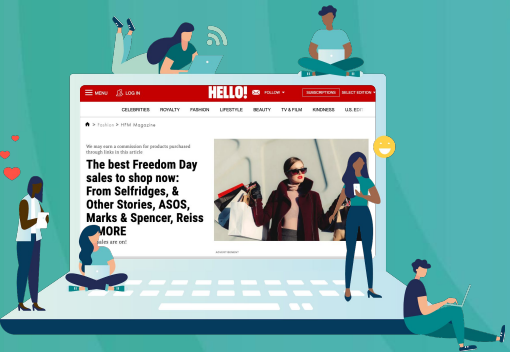
# STYLE & FASHION IN FOCUS

Style & Fashion - Last 6 Weeks



Last week, 'Freedom Day' gave Ozone's millions of style & fashion fans the ideal opportunity to read about the very latest post-lockdown essentials and then show off - in public - their most on-trend garms

And with a depth and diversity of style & fashion content to pick from across the Ozone platform, we saw engagement with the category catapult vs. the prior week



**13.9m**

Style & Fashion page views.

Last week's **13.9m style & fashion page views**, up +39% WoW, was the 2nd highest weekly page views number of the year, after the 15.3m page views in the week June's London Fashion Week took place

**+15%**

Higher than the 4-week avg.

We also saw the 2nd highest style & fashion audience of 2021, with 3.8m unique users **+15% higher than the 4-week average**. We can expect to see similar growth for September's London Fashion Week

**9.0m**

Women's fashion PVs

Within the category, women's fashion content drew the highest amount of reader attention, with **9.0m page views** for the content far higher than men's fashion, itself enjoying 1.4m page views across the week

