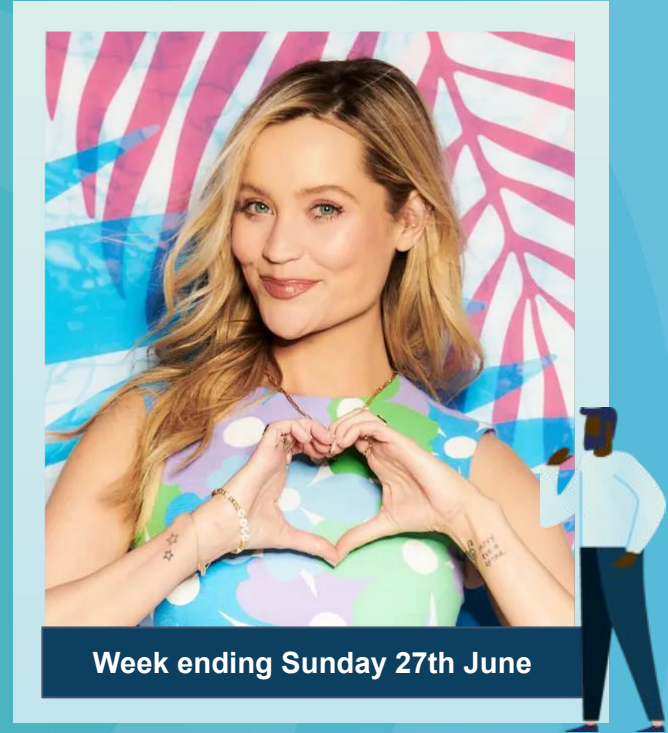




THE
OZONE
PROJECT

READING THE NATION WITH OZONE

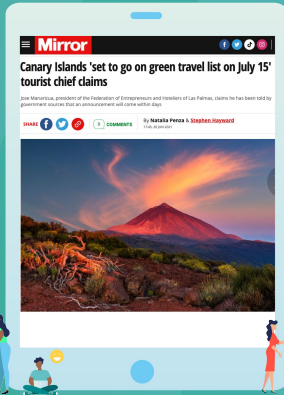
Thanks to our reach of over 99% of the UK's online population, Ozone's single user view of content consumption provides unrivalled insights to the stories that matter to our readers all across the UK



Week ending Sunday 27th June

REQUEST ACTIVATION





Top 3 content topics by weekly growth



Personal Finance
7.5m page views
+68.4% WoW



Real Estate
5.9m page views
+46.4% WoW



Careers
4.9m page views
+36.0% WoW

Source: The Ozone Project 2021

7.5m
Personal
finance PVs

With the finances of many continuing to 'normalise' after 15 months of upheaval, personal finance was our top performing category last week as interest in saving, retirement planning and financial assistance content grew. **7.5m page views was up +68% week on week**

3.5m
Buying &
selling PVs

Elsewhere, as UK home buyers rushed to complete their property purchases before the 30th June stamp duty holiday cutoff, **3.5m buying & selling page views** within real estate propelled the category to weekly engagement and audience growth of +46% and +41% respectively

+41%
Travel
PVs growth

Finally, the addition of the Balearic Islands, Madeira, Malta and Barbados to the UK's green list of quarantine-free overseas travel destinations boosted travel page views to +6% growth week on week, with a spike in engagement on the day of the announcement **up +41% vs. the prior day**

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Personal Finance	7.5m	68.4%	2.3m	58.2%
Real Estate	5.9m	46.4%	2.0m	40.8%
Careers	4.9m	36.0%	1.5m	28.6%
Music & Audio	8.1m	32.0%	1.7m	33.3%
Education	3.3m	31.2%	1.2m	27.3%
Healthy Living	4.7m	21.2%	1.6m	13.5%
Automotive	8.8m	18.2%	2.6m	19.1%
Shopping	7.4m	10.0%	1.8m	15.1%
Television	24.4m	7.9%	5.3m	6.2%
Travel	17.8m	5.9%	4.5m	1.4%

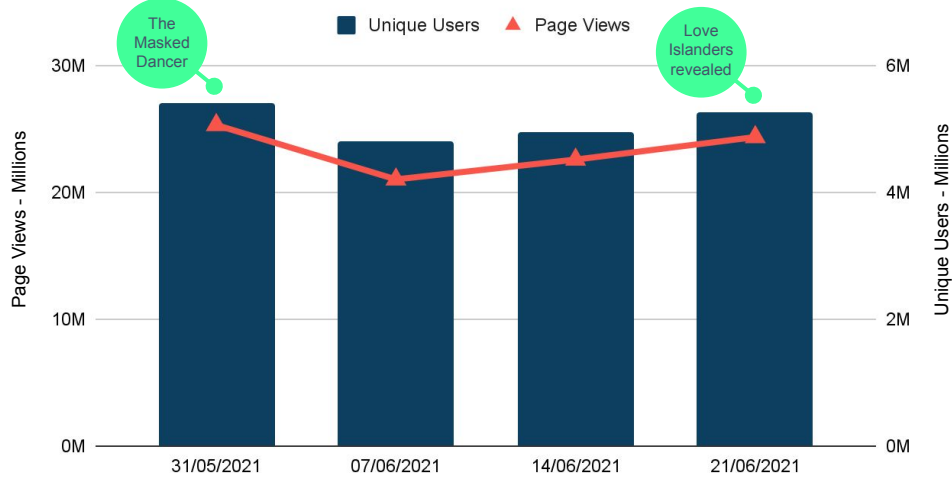
READING THE NATION

Love Island, ITV2's reality TV behemoth, returns to the nation's screens on Monday 28th June following an 18-month absence

Love it or loathe it, we think this year's tan-tastic, muscular and rather short of clothes series might provide the perfect antidote to bad weather, sport overload and restricted holiday options

TELEVISION IN FOCUS

Television - Last 4 Weeks



24.4m Television page views
Interest in the television category is building and a recent trend of weekly growth since the second week in June continued, with **24.4m page views** and 5.3m unique users up +8% and 6% respectively

19% of total TV page views
Last week, as the Love Island 2021 series contestants were revealed and interest in their profiles soared before the series opener, the reality TV subtopic of the television category grew to **19% of all TV attention**

+66% PVs growth in w/c 31/05/2021
We expect this growth to continue. Looking back to early June, ITV's The Masked Dancer drove **page views up by a massive +66%** in the week that it was broadcast vs. the prior week

