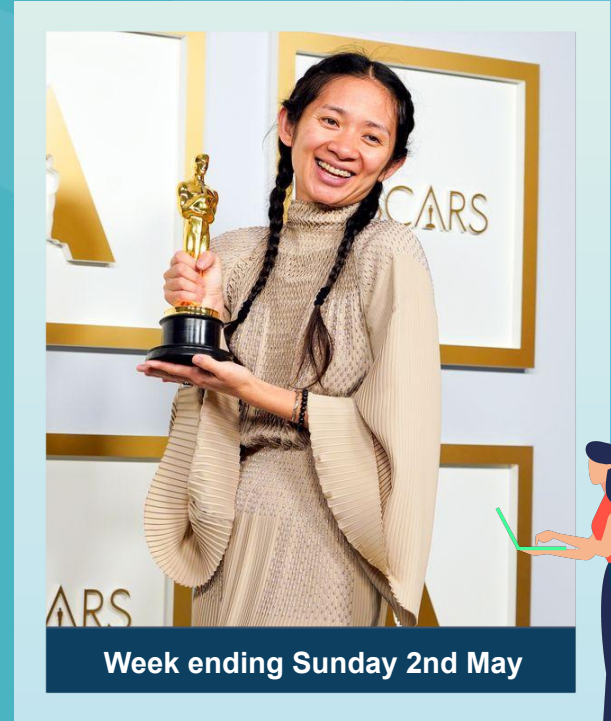




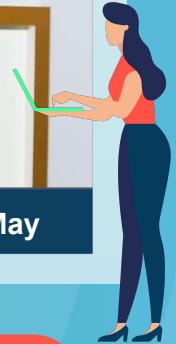
THE
OZONE
PROJECT

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

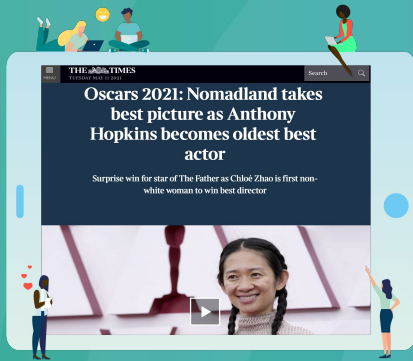


Week ending Sunday 2nd May



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Movies

6.8m page views
+77.9% WoW



Books & Literature

2.5m page views
+32.5% WoW



Education

2.2m page views
+26.0% WoW

Source: The Ozone Project 2021

+78%
page view
growth WoW

Oscar night glitz and a backtrack from Bafta drove blockbusting engagement with **Movies** content across the Ozone platform, as both page views and unique users increased significantly by **+77.9%** and **+66.6%** respectively week on week - making it our top performing topic last week

349k
page views

Elsewhere, television personality Holly Willoughby's first foray into the world of publishing grew engagement with our **Books & Literature** content, as news about her first book and words of encouragement from her This Morning co-presenter Phillip Schofield garnered **349k page views**

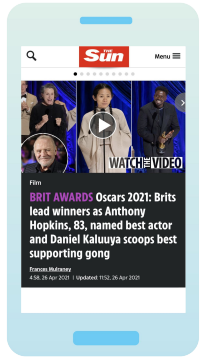
8.3m
Home &
Garden PVs

And with DIY and gardening a key lockdown trend, our **Home & Garden** content enjoyed notable growth last week, with **page views up +24% to 8.3m** - in part due to the news that Gardeners' World presenter and green fingered pin up Monty Don would take a short break from filming

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Movies	6.8m	77.9%	2.0m	66.6%
Books & Literature	2.5m	32.5%	779k	60.5%
Education	2.2m	26.0%	790k	20.4%
Home & Garden	8.3m	24.0%	2.5m	23.4%
Food & Drink	11.3m	23.8%	3.4m	25.1%
Real Estate	5.2m	19.4%	1.8m	17.6%
Tech & Computing	13.4m	18.3%	3.7m	18.0%
Style & Fashion	10.6m	14.7%	3.1m	17.3%
Careers	3.0m	8.4%	1.1m	19.9%
Television	22.9m	8.1%	5.0m	5.7%

Monday 26th April
Oscars 2021 winners

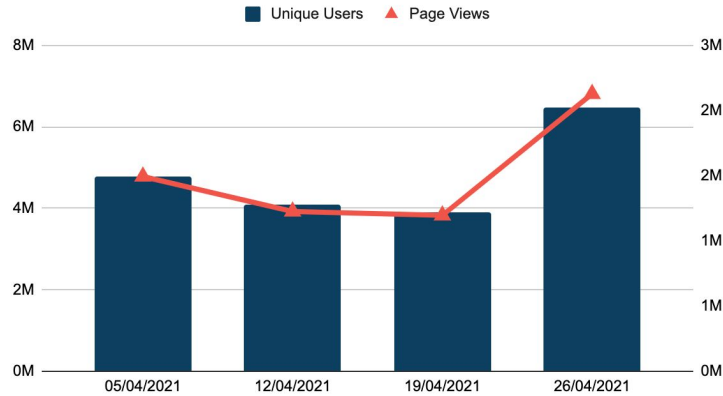


Thursday 29th April
Noel Clarke story



MOVIES IN FOCUS

Movies - Last 4 Weeks



6.8m
Movies
page views

The double impact of the Oscars and the Noel Clarke allegations stories drove **Movies** pages views to their highest levels in 2021, with **6.8m** a record number of pages consumed this year

1.1m
daily
page views

26th April - the day after the Oscars - saw interest in movie content intensify as films buffs read about the winners and what they said, and style fans poured over the best dressed on the red carpet

1.6m
daily
page views

With Oscar buzz dying down, movies content spiked again when on 29th April the Noel Clarke story broke. The following day, page views hit a weekly high of 1.9m when Clarke was stripped of a recent Bafta

READING THE NATION

Movies content consumption enjoyed a blockbuster week as two big stories boosted page views and unique readers to record levels for 2021

Dominating the showbiz and news headlines were the big winners at this year's Oscars, including Nomadland's best film win and best director award for Chloe Zhao, and then the serious harassment allegations made toward actor-producer Noel Clarke

