



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 30th May



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Religion & Spirituality
1.5m page views
+26.4% WoW



Home & Garden
8.2m page views
+25.3% WoW



Science
8.1m page views
+17.7% WoW

Source: The Ozone Project 2021

+26%
Unique user
growth WoW

With +26% growth week on week, **Religion & Spirituality** was last week's best performing content category - and it was all thanks to the first Downing Street Wedding in almost 200 years. Boris and Carrie's surprise news also drove engagement with the **Events & Attractions** category, up +7.8%

17.2m
Travel
Page Views

A timely turnaround to the UK's weather outlook lifted the nation's mood as a mostly damp May was transformed into a Bank Holiday heatwave. Brits preparing for the half term break turned to our Travel content, with **4.4m unique users** reading **17.2m pages** of related content

+10%
Sport PV &
UU growth

English Premier League representation in both the Europa League and the Champions League finals last week boosted our Sport audience and engagement with football content, with 48.7m page views and 6.5m unique users up +10% week on week respectively

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Religion & Spirituality	1.5m	26.4%	478k	19.8%
Home & Garden	8.2m	25.3%	2.5m	21.2%
Science	8.1m	17.7%	2.5m	14.5%
Travel	17.2m	13.0%	4.4m	7.8%
Style & Fashion	11.0m	12.6%	3.0m	8.6%
Healthy Living	3.5m	11.4%	1.3m	8.7%
Sport	48.7m	10.4%	6.5m	9.7%
Hobbies & Interests	4.8m	9.6%	1.5m	7.6%
Events & Attractions	24.8m	7.8%	5.4m	6.5%
Real Estate	5.2m	5.9%	1.8m	3.7%

READING THE NATION

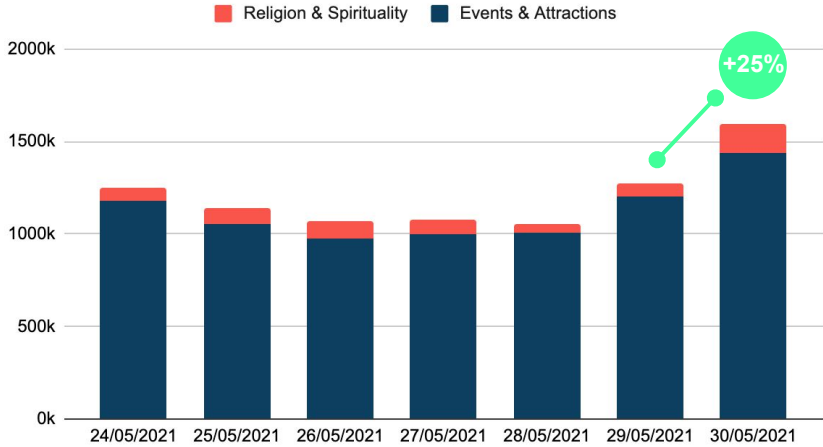
UK Prime Minister Boris Johnson's surprise wedding to fiancé Carrie Symonds on Saturday 29th May caught the nation's attention last week

Audience interest and engagement with the news trended in both the Religion & Spirituality and Events & Attractions content categories



EVENTS & ATTRACTIONS

Page Views - Last 7 Days



+25% Page view growth WoW
1.6m page views across the Religion & Spirituality and Events & Attractions categories on Sunday the 30th of May grew +25% vs. the prior day as interest in Boris and Carrie's big day continued

+32% Higher than 7 days average
 In fact, Sunday's total combined 1.6m page views for the two categories was **+32% higher** than the 7 day average of 1.2m, suggesting a high profile wedding is a hugely popular area of interest among Brits

3.2m Bank Holiday page views
 And with a wedding comes a party as Brits toasted the PM's news and the long weekend by consuming 3.2m pages of Bank Holiday related content, including Bar & Restaurants and Sporting Events editorial

