



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 6th June



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Pets
2.3m page views
+50.5% WoW



Travel
21.2m page views
+23.1% WoW



Personal Finance
5.8m page views
+21.2% WoW

Source: The Ozone Project 2021

+50%
Page view
growth WoW

Brits' love affair with lockdown pets continued last week, as engagement with Pets content increased by **+50% week on week** to 2.3m page views, with a range of content suitable for animal lovers - from pet-friendly staycation options to looking after your pup in the summer heat

21.2m
Travel
Page Views

The nation's attention, once again, turned to travel last week as the UK government revealed an update to its overseas travel list. As we have seen previously with these announcements, travel engagement and reader numbers grew, **up +23% and +19% week on week** respectively

3.6m
Bank Holiday
Page Views

While consumers' overseas travel plans this year are still all at sea due to the pandemic, Brits enjoyed positive news last week with the announcement of a special four-day bank holiday in 2022 to celebrate the Queen's Platinum Jubilee, which drove **3.6m page views for related content**

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Pets	2.3m	50.5%	861k	42.0%
Travel	21.2m	23.1%	5.2m	19.2%
Personal Finance	5.8m	21.2%	1.8m	13.4%
Automotive	7.4m	19.3%	2.2m	24.4%
Hobbies & Interests	5.7m	18.8%	1.8m	19.5%
Books & Literature	2.2m	12.0%	624k	15.5%
Video Gaming	6.1m	8.3%	177k	-9.1%
Food & Drink	11.5m	7.8%	3.3m	8.4%
Tech & Computing	15.1m	7.8%	4.1m	6.1%
Careers	3.2m	3.2%	11.4m	5.6%

READING THE NATION

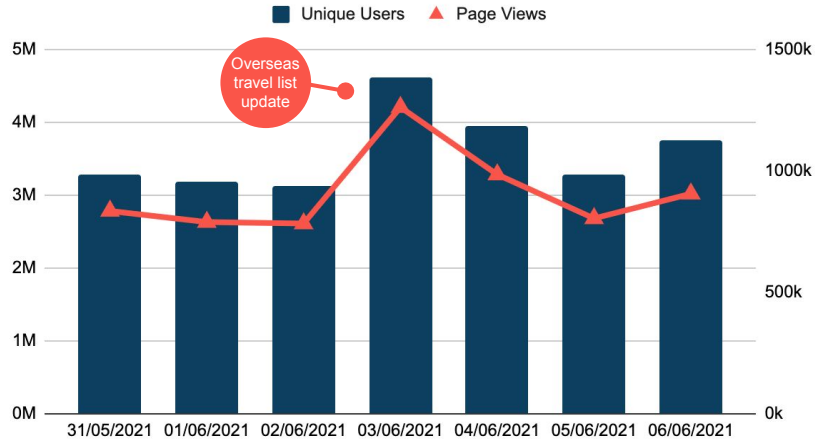
TRAVEL

Travel, once again, took centre stage last week as the nation's attention was fixed upon the UK Government's June 3rd overseas travel list update

Whilst Portugal's removal from the green list wrong-footed holiday operators and Brits staying in the country, the decision by travel brands to put on extra flights to bring holidaymakers home was well received



Page Views & Unique Users - Last 7 Days



4.2m Page views on June 3rd
4.2m page views on Thursday the 3rd of June - the day the Government revealed it updated overseas travel list - was up **+61%** on the prior day, as interest in the latest travel announcement peaked

+48% Unique user growth
 Our travel audience also grew on the day of the announcement as 1.4m unique users - up **+48%** compared to the previous day - turned to our trusted content to find out what the updated list meant to them

59% Higher PVs 7-day avg
 Last week's 21.2m travel page views was **59%** higher than the 7-day average since the start of the year, with 5.2m travel uniques also **45%** higher than the 7-day average, leading to a record week for travel

