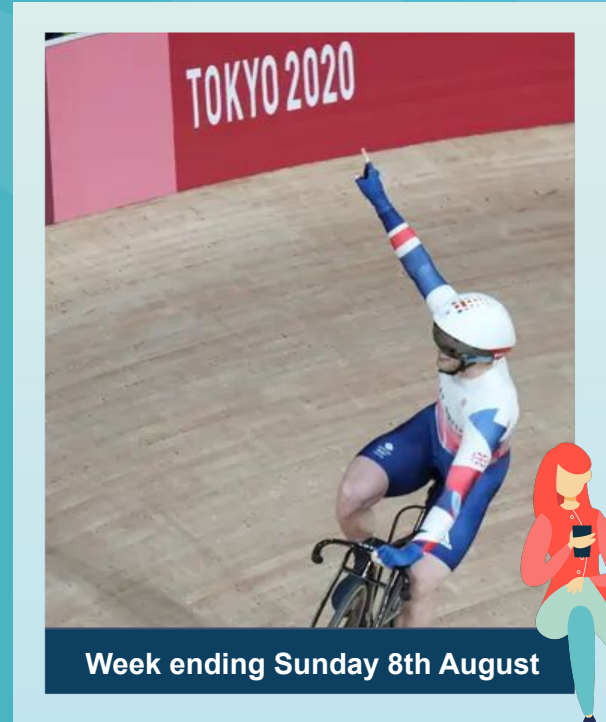




THE
OZONE
PROJECT

READING THE NATION WITH OZONE

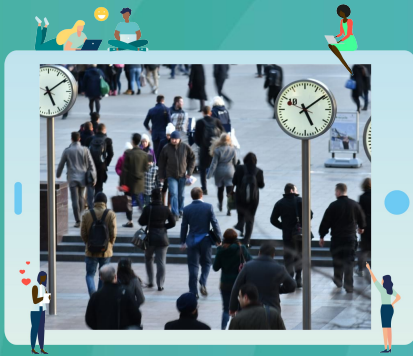
Thanks to our reach of over 99% of the UK's online population, Ozone's single user view of content consumption provides unrivalled insights to the stories that matter to our readers all across the UK



Week ending Sunday 8th August

REQUEST ACTIVATION





Top 3 content topics by weekly growth



Careers
5.4m page views
+63% WoW



Education
2.2m page views
+55% WoW



Video Gaming
679k page views
+48% WoW

Source: The Ozone Project 2021

+63%
Careers page
views growth

As the post-pandemic employment bounceback continues to gather pace, with the return to office working now very much on, and wages rising at the fastest rate for two decades (accordingly to KPMG) our **5.4m careers page views grew +63% week on week**; the fastest rate last week

2.2m
Education
page views

Complementing fast engagement growth with our careers content, our education category - with **2.2m page views +55% week on week** - increased with the news that many universities are seeing are reporting a pandemic-driven acceleration in A-level results in England and Wales

55%
share of total
page views

And not even August's wet weather can get in the way of true love, as a returning summer wedding season, including the celebrity union of Ant McPartlin and Anne-Marie Corbett, drove engagement with related content to a **55% share of our events and attractions category**

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Careers	5.4m	63%	1.8m	66%
Education	2.2m	55%	786k	45%
Video Gaming	679k	48%	196k	22%
Events & Attractions	26.1m	27%	5.6m	24%
Fine Art	2.6m	22%	971k	19%
Home & Garden	8.3m	18%	2.5m	17%
Real Estate	5.2m	17%	1.8m	18%
Travel	22.4m	14%	5.4m	8%
Movies	4.8m	6%	1.6m	8%
Food & Drink	11.0m	6%	3.3m	7%

READING THE NATION

Sport - the great national unifier, the morale booster, the nerve jangler and the memory maker (good or bad!) - has been all consuming for the last 5 weeks

And our national obsession with all things sport, as our sporting superstars delivered the goods, ensures that Britain's sporting summer of 2021 will live long in the hearts and minds of millions

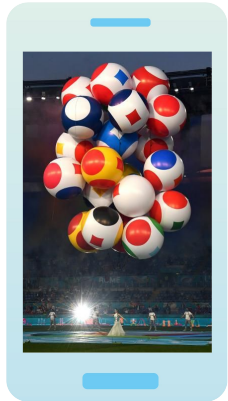
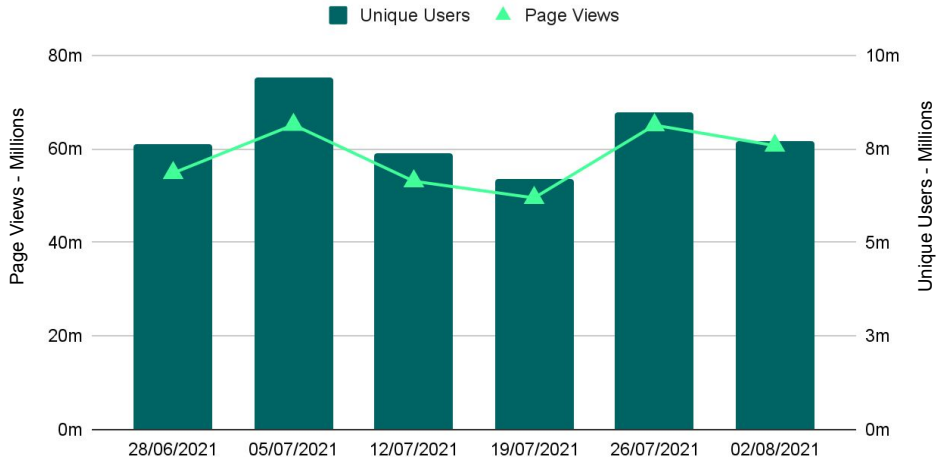


Source: The Ozone Project 2021

BRITAIN'S SPORTING SUMMER



Britain's Sporting Summer



- 293m** Sport page views - last 6 weeks. We have seen mammoth engagement with our sport content since Britain's sporting summer kicked off in early June, with **293m total page views** in the last 5 weeks up by +16% vs. the prior 5 week period
- 58m** Avg. weekly sport page views. Sustained British success - from England's Euro 2020 exploits and Emma Raducanu's star turn at Wimbledon to 65 Olympic medals for Team GB in Tokyo - drove a high average of **58m page views a week**
- +11%** higher than 5-weeks prior. Over the last 5 weeks, an average weekly sport audience of **7.9m unique users** has read our range of sport coverage, including live commentary and post-event analysis; an **+11% growth** on the prior 5-week period

