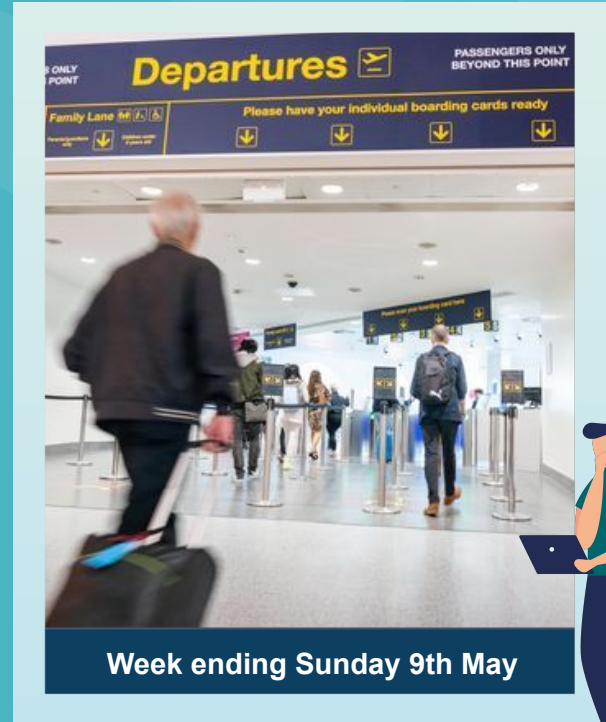




THE
OZONE
PROJECT

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



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Personal Finance
6.8m page views
+53.8% WoW



Travel
16.6m page views
+52.9% WoW



Careers
4.4m page views
+44.7% WoW

Source: The Ozone Project 2021

+54%
page view
growth WoW

A little under a month after non-essential retail and outdoor hospitality opened up to British consumers, our audience has turned to our **Personal Finance** content as they looked at ways to sensibly spend or invest their lockdown savings. Page views grew **+54% week on week**

16.6m
Travel page
views

Meanwhile, all eyes were on Friday 7th May as after weeks of speculation the UK Government finally revealed its green, amber and red lists for the return of international holidays. Heightened interest among our audience increased **Travel** page views by **+52.9% week on week to 16.6m**

631k
Retirement
page views

And finally, the viral story about Julie Cousin, a cleaner at a high street bank who left a refreshingly honest leaving note to her boss on her last day of work, drove engagement within the careers content subtopic of retirement, which received **631k page views across the week**

Top 10 content topics

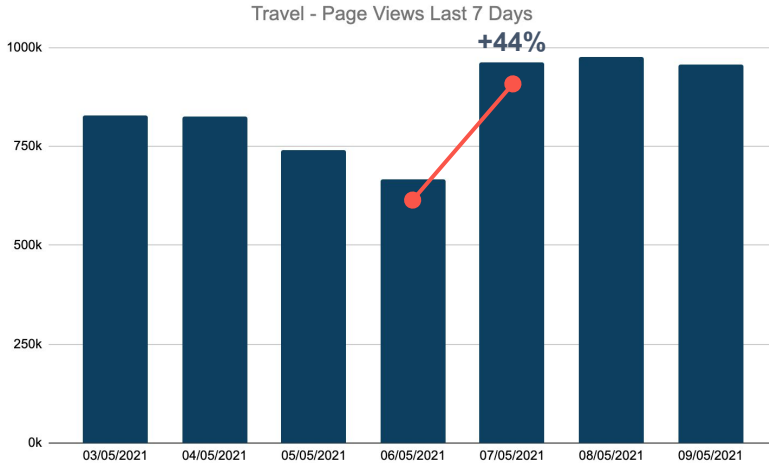
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Personal Finance	6.8m	53.8%	2.2m	47.0%
Travel	16.6m	52.9%	4.2m	35.1%
Careers	4.4m	44.7%	1.5m	33.1%
Shopping	8.4m	27.1%	2.0m	27.1%
Books & Literature	3.1m	23.5%	891k	14.3%
Music & Audio	8.1m	20.0%	1.7m	13.3%
Tech & Computing	16.1m	19.7%	4.0m	8.7%
Sports	41.0m	17.7%	5.8m	12.7%
Hobbies & Interests	5.3m	17.4%	1.6m	13.6%
Business & Finance	26.0m	13.7%	5.5m	8.6%

READING THE NATION

Travel content took flight last week following the long anticipated reveal of the UK Government's green, amber and red list of countries for international travel

As we have seen previously, these types of announcements have fuelled interest in topics associated with them, which has driven engagement significantly

TRAVEL IN FOCUS



+53%
page view
growth WoW

High interest in the UK Government's travel announcement on Friday May 7th propelled weekly travel content consumption with page views up a massive **+53%** week on week to a total of **16.6m**

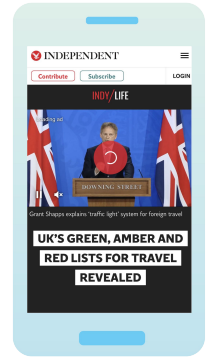
+44%
daily page
view growth

In fact, interest in the announcement was so intense that travel page views **increased +44%** on May 7th versus the prior day, with page views remaining high - **almost 1m per day** - across the weekend

4.2m
unique Travel
users

There was also huge double digit growth among our weekly travel audience to, as unique travel users increased **+35%** week on week to **4.2m** - our highest weekly travel audience of 2021

#1 Subtopic: Locations
2.6m page views



#2 Subtopic: Europe
2.4m page views

