



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

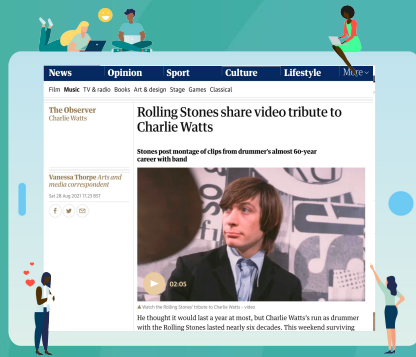


Week ending Sunday 29th August



REQUEST ACTIVATION





**+99%**  
Music & Audio  
PV growth

With a delayed festival season kicking off across the Bank Holiday weekend, news of Little Mix babies galore, and the sad death of Rolling Stones legend Charlie Watts, **Music & Audio page views topped 11.8m, with unique users up to 2.6m** - a +75% week-on-week growth

**3.6m**  
Pets PVs  
this week

With a number of peak weeks across the summer, our nation's love affair with animals has never been so apparent, although it was this week's international story of Pen Farthing's rescue of his shelter animals out of Kabul that helped boost **unique users by +37%** this week to 1.2m

**5.6m**  
Unique users  
for Travel

Whether it's Netflix announcing 42 new films for Q4 or Marvel dropping the most watched trailer ever for Spiderman: No Way Home, the **+42% week on week growth in Movies page views and +35% increase in readers**, proves the ongoing allure of the latest news from the silver screen

## Top 3 content topics by weekly growth



**Music & Audio**  
**11.8m page views**  
**+99% WoW**



**Pets**  
**3.6m page views**  
**+56% WoW**



**Movies**  
**6.5m page views**  
**+42% WoW**

Source: The Ozone Project 2021

## Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Music & Audio	11.8m	99%	2.6m	75%
Pets	3.6m	56%	1.2m	37%
Movies	6.5m	42%	2.1m	35%
Tech & Computing	19.0m	16%	4.7m	6%
Home & Garden	8.3m	11%	2.6m	8%
Healthy Living	3.5m	11%	1.3m	11%
Science	8.9m	10%	2.7m	8%
Events & Attractions	26.4m	8%	5.9m	4%
Hobbies & Interests	5.0m	7%	1.6m	1%
Travel	24.0m	7%	5.8m	3%

# READING THE NATION

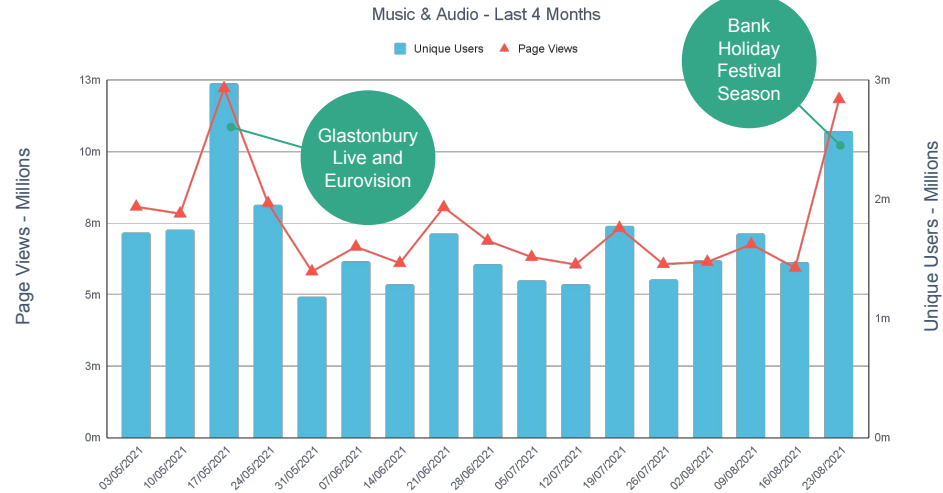
Following a quieter than usual summer season, the success of the UK vaccination programme has seen a flurry of fields filled with excited music fans across the Bank Holiday weekend for the Reading & Leeds Festival, All Points East, Creamfields, Victorious Festival and Manchester Pride to name a few...

September will see even more revelling as Wireless Festival, Mighty Hoopla, Cross The Tracks and Isle of Wight Festival all return with their delayed 2021 shows



Source: The Ozone Project 2021

# MUSIC TOPS THE BILL THIS WEEK



**+59%** more page views than average. This week's figures represent the second highest for the Music & Audio category in 2021 - with **+59% more page views than the average of the past 4 months**, and +54% more unique users

**+75%** unique user weekly growth. The relative consistency of the Music & Audio category is boosted by **distinct peaks around key event periods**; e.g. Glastonbury Live streaming and Eurovision in late May or this week's festival boost

**2.6m** Rock Music PVs this week. Demonstrating the eclectic tastes of the UK population, the top two genres of music content consumed this week were **Rock Music and Pop Music**, each with **c.2.6m page views and 900k+ readers**

