



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 26th September



REQUEST ACTIVATION





## Top 3 content topics by weekly growth



**Fine Art**  
5.5m page views  
+64% WoW



**Automotive**  
10.2m page views  
+45% WoW



**Science**  
9.7m page views  
+25% WoW

Source: The Ozone Project 2021

**+64%**

Fine Art page views growth

It was 10s all across the board for fine art last week as Saturday night fever began with the new series of Strictly Come Dancing starting on BBC One. Of 5.5m total fine art page views, **up +64% week on week**, 69% of attention was on the dance topic and related Strictly content

**10.2m**

Automotive page views

Last week's escalation of the UK's supply chain crisis as the shortage of HGV drivers lead to panic at the petrol pumps drove engagement with related fuel shortage content as **10.2m weekly automotive page views** grew +45% on the prior 7-day period

**+25%**

Science page views growth

With under 5 week to go until Glasgow's COP26 conference on climate change, our science category continues to see growing engagement, with **weekly page views up +25% to 9.7m**. Over a quarter of total science page views were also for environment related content

## Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Fine Art	5.5m	64%	2.4m	63%
Automotive	10.2m	45%	4.0m	50%
Science	9.7m	25%	4.1m	26%
Business & Finance	30.2m	25%	10.6m	22%
Video Gaming	786k	16%	295k	27%
Movies	5.2m	9%	2.2m	12%
Home & Garden	6.9m	4%	3.1m	6%
News & Politics	78.0m	3%	19.9m	4%
Careers	5.3m	3%	2.4m	6%
Family & Relationships	33.0m	-1%	11.7m	0%

# READING THE NATION

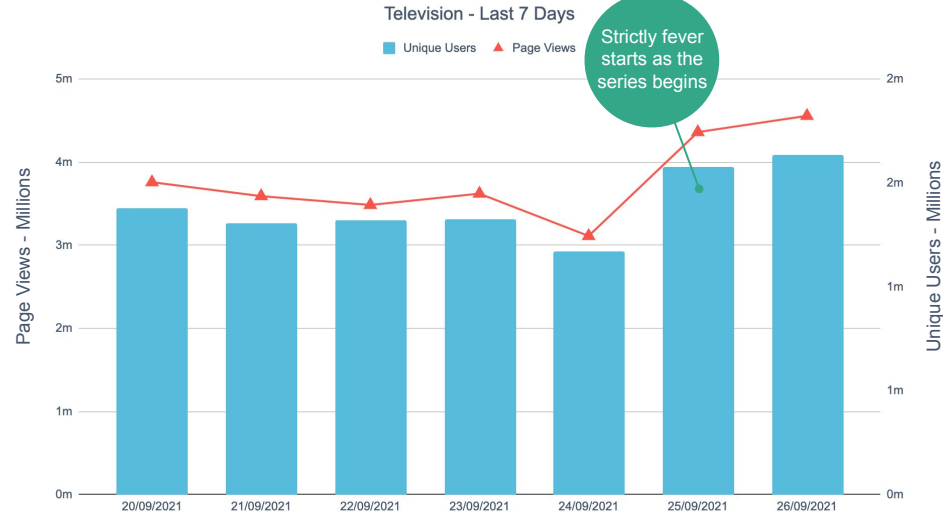
With the return of Strictly Come Dancing to our television screens, and interest in this year's series high with John Whaite and Johannes Radebe competing as the competition's first male same-sex couple, our dance and related Strictly content enjoyed a welcome boost last week

And it was a glittering engagement performance over the weekend, in particular, that proves the nation's annual twirl around the ballroom with the Strictly pros and celebs is an attention winner



Source: The Ozone Project 2021

# STRICTLY LIFTS THE NATION



**+18%**  
Higher than the 7-days average

Overall engagement with our television category received a Strictly lift at the weekend, with 4.6m daily average page views on Saturday and Sunday **+18% higher than the 7-day daily page views average**

**1.6m**  
Avg daily TV unique users

With two live shows on BBC One on Saturday and Sunday, our television audience also grew over the weekend, with **1.6m average daily unique users +16% higher** the 7-day daily unique users average

**3.8m**  
Dance/Strictly page views

Strictly's ability to sashay between areas of interest, from television to arts and culture, saw related Strictly and dancing content also boost our fine art category, with **3.8m dance page views** a big driver last week

