



READING THE NATION WITH OZONE

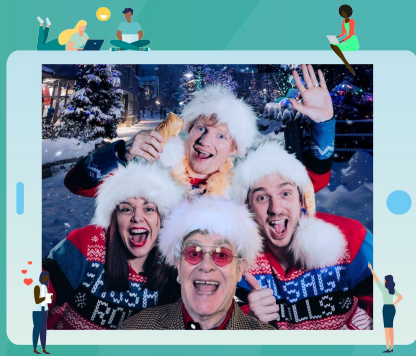
Thanks to our reach of over 99% of the UK's online population, Ozone's single user view of content consumption provides unrivalled insights to the stories that matter to our readers all across the UK



Week ending Sunday 19th December

REQUEST ACTIVATION





11.3m

Music & Audio
page views

With just 5 days to go until the 25th, the question on the nation's lips isn't whether there will be a white Christmas or if Omicron will just spoil it for us all, but can LadBaby make it 4 consecutive Christmas Number 1s. **Weekly Music & Audio PVs grew +21% to 11.3m last week**

+20%

Weekly Autos
PVs growth

While Christmas shopping is the biggest focus for consumers at this time of year, last week's **+20% growth in Automotive engagement** suggests some are already thinking ahead to bigger ticket purchases next year. We saw similar growth in 2020's final week with Autos PVs up +60%

89.7m

Medical Health
page views

There's simply no escaping it; Medical Health is dominating the nation's attention. The race between Omicron's spread, the NHS' beefed up vaccine booster campaign and whether Christmas 2021 will be topped grew weekly page views for the category by **+19% to 89.7m**

Top 3 content topics by weekly growth



Music & Audio
11.3m page views
+21% WoW



Automotive
6.9m page views
+20% WoW



Medical Health
89.7m page views
+19% WoW

Source: The Ozone Project 2021

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Music & Audio	11.3m	21%	2.8m	18%
Automotive	6.9m	20%	2.3m	18%
Medical Health	89.7m	19%	12.8m	6%
Books & Literature	2.5m	19%	784k	19%
Events & Attractions	36.8m	15%	8.7m	13%
Sports	46.9m	9%	7.5m	4%
Travel	12.0m	9%	3.9m	7%
Shopping	7.9m	7%	2.7m	6%
Hobbies & Interests	4.9m	4%	1.7m	7%
Food & Drink	12.6m	4%	4.0m	4%

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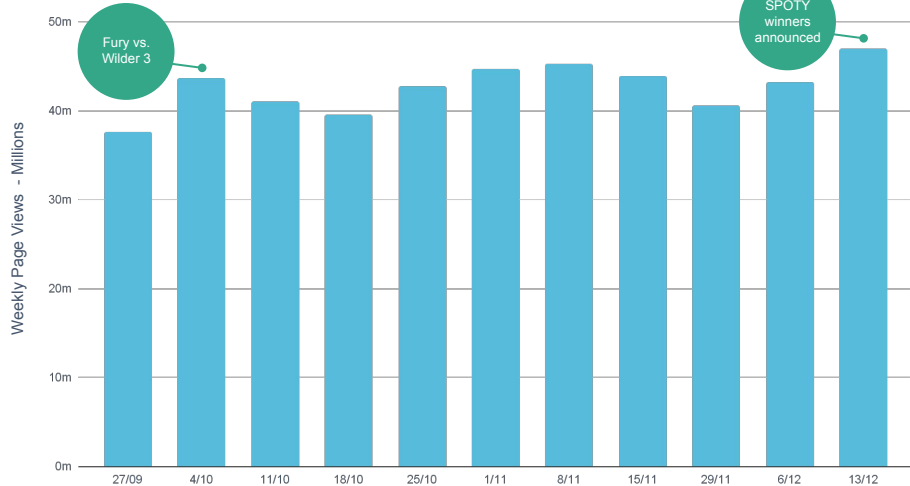
Crowning a simply sensational year for Britain's sporting superstars, the winners of the BBC Sports Personality of the Year were announced on Sunday to drive a +9% growth in weekly Sport engagement

With Emma Raducanu named the overall winner, and Olympians Tom Daley and Adam Peaty second and third respectively, Sport also saw a boost thanks to Sir Lewis Hamilton's on and off track motorsport exploits

SPOTY POWERS SPORT TO 3 MONTH HIGH



Engagement with Sport - Last 3 Months



7.5m
Weekly Sport unique users

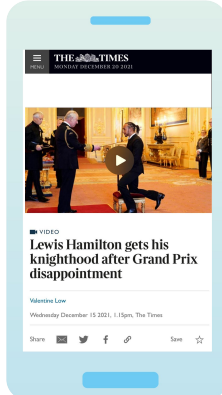
Last week's Sport audience of **7.5m unique users** is the highest in the last 3 months as SPOTY crowned a memorable year of heroics for Britain's sporting superstars, including overall winner Emma Raducanu

+15%
Sport & TV PVs on Sun 19th Dec

Sunday 19th December, the day the winners of SPOTY 2021 were announced, increased engagement with related categories as **12.9m combined Sport and TV page views grew +15%** vs. the day before

+55%
Weekly Motorsport PVs growth

Elsewhere, denied the 2021 F1 drivers title BUT picking up a knighthood for his services to diversity within the sport, Sir Lewis Hamilton's exploits on and off track drove **+55% weekly Motorsport page views growth**



Source: The Ozone Project 2021