



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



Dec 20th 2021 to Jan 9th 2022

REQUEST ACTIVATION





Top content topics for last 3 weeks



Home & Garden (w/e 9th Jan)
9.3m page views
+58% WoW



Automotive (w/e 2nd Jan)
8.9m page views
+62% WoW



Events & Attractions (w/e 26th Dec)
49.5m page views
+35% WoW

+58%

Home & Garden
PVs growth

2022, week 1: And topping our first top-10 content topic performers of 2022, our **Home & Garden** category saw **9.3m weekly page views grow by +58%** as Brits engaged with content related to House Care, Interior Decorating, Gardening and Furniture

+164%

Electric Vehicle
PVs growth

New Year: Brits indicated a shift in focus from gifting to bigger ticket purchases in the week in between Christmas and New Year. Notably, a **+62% growth in Automotive engagement**, driven by a **+164% increase in EV page views**, put new cars on top of many consumers' to-buy lists

49.5m

Events &
Attractions PVs

Christmas week: Two thirds of almost **50m Events & Attractions page views** in the week of the 25th were for Christmas-related content as Brits continued to finalise their festive party planning right up to the wire. Overall engagement with **the category grew +35% week on week**

TOP CONTENT TOPICS

Category	Page Views	WoW Growth	Unique Users	WoW Growth
7 Days to 9th January 2022				
Home & Garden	9.3m	58%	3.2m	44%
Healthy Living	6.5m	44%	2.3m	33%
Education	3.0m	36%	1.2m	33%
7 Days to 2nd January 2022				
Automotive	8.9m	62%	2.9m	54%
Education	2.2m	45%	0.9m	45%
Movies	7.5m	45%	2.6m	40%
7 days to 26th December 2021				
Events & Attractions	49.5m	35%	10.2m	16%
Shopping	10.1m	28%	3.4m	24%
Healthy Living	3.6m	18%	1.5m	18%

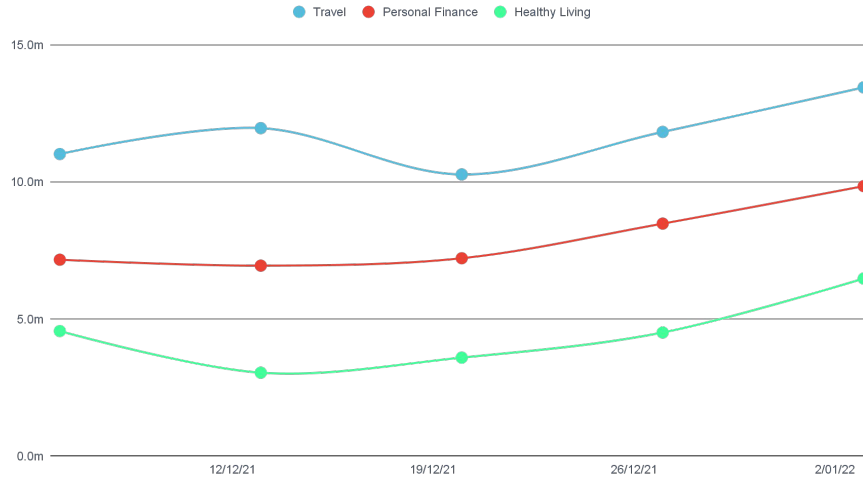
READING THE NATION

Millions of Brits nationwide welcomed the beginning of 2022 with a renewed focus on **New Year; New Everything** as key categories, including **Travel**, **Healthy Living** and **Personal Finance**, have all experienced recent audience engagement boosts



NEW YEAR; NEW EVERYTHING

Audience Engagement - Weekly Page Views



13.5m

Travel category page views

Prioritising those new year's Personal Finance goals grew category page views last week by +16%, driven by growth for topics including Financial Planning (+256%), Personal Taxes (+73%) and Debt & Loans (+64%)

+44%

Healthy Living PVs growth

The pursuit of the body beautiful after the excesses of the festive period grew engagement with our Healthy Living category by +44% last week, with Fitness & Exercise up +80% and Weight Loss & Nutrition up +43%

13.5m

Travel category page views

Boosted by 2022 holiday planning and scrapping of pre-departure tests for travellers arriving in England, Travel page views grew to 13.5m (+14%) last week with content related to Travel Locations driving growth

