

Reading THE NATION

25 APR – 1 MAY 2022

With a focus on summer garms, last week's sunnier bank holiday weekend AND the highly anticipated return of one of the fashion calendar's biggest events – the Met Gala Ball – to its regular early May fixture, our Style & Fashion category enjoyed a record week for audience and engagement.

Request Activation

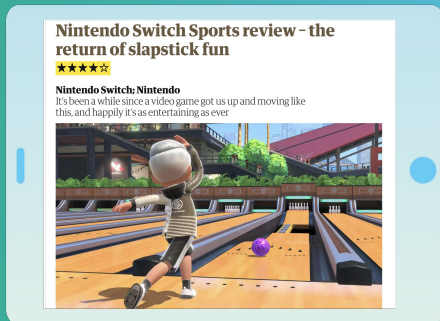


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+86%

VIDEO GAMING
500k Weekly Page Views

7.6M

SHOPPING
Page Views +54% WoW

18.2M

STYLE & FASHION
Page Views +34% WoW



THE OZONE PROJECT



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	0.5m	86%	0.2m	110%	2.3	-11%
Shopping	7.6m	54%	2.7m	46%	2.8	6%
Healthy Living	4.4m	38%	1.8m	38%	2.5	0%
Tech & Computing	19.4m	34%	5.7m	28%	3.4	5%
Style & Fashion	18.2m	34%	4.9m	24%	3.7	8%
Pets	2.3m	28%	1.0m	29%	2.5	0%
Education	2.5m	22%	1.1m	27%	2.4	-3%
Fine Art	3.5m	22%	1.4m	23%	2.5	-1%
Careers	5.2m	18%	1.9m	18%	2.7	1%
Food & Drink	14.3m	15%	4.4m	13%	3.2	2%

Reader Attention is a measure of total category page views divided by category unique users

THIS WEEK'S OVERVIEW

Video Gaming leapt to top performer last week as **500k Page Views** grew by **+86%** and the category's audience more than doubled. Driving growth were the releases of the latest Call of Duty Warzone season and Nintendo Switch Sports as the **Console Games** and **Sport Video Games** topics both doubled weekly engagement.

Tesco's move towards a paperless future for its Clubcard customers, with the grocer phasing out paper vouchers and statements from this week, saw engagement with our **Shopping** category grow by **+54%** week on week. A four-fold Page Views increase for the **Coupons & Discounts** topic was a key driver.

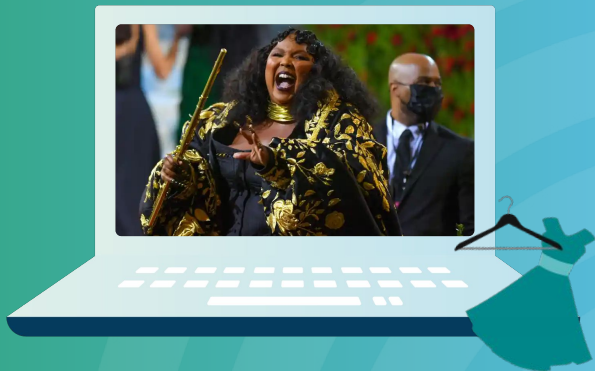
And the build up to "fashion's biggest night out" the Met Gala Ball, which returned to its first Monday in May fixture, saw **Reader Attention** for our **Style & Fashion** category increase by **+8%** week on week, with **18.2m Page Views** a weekly high for the year.

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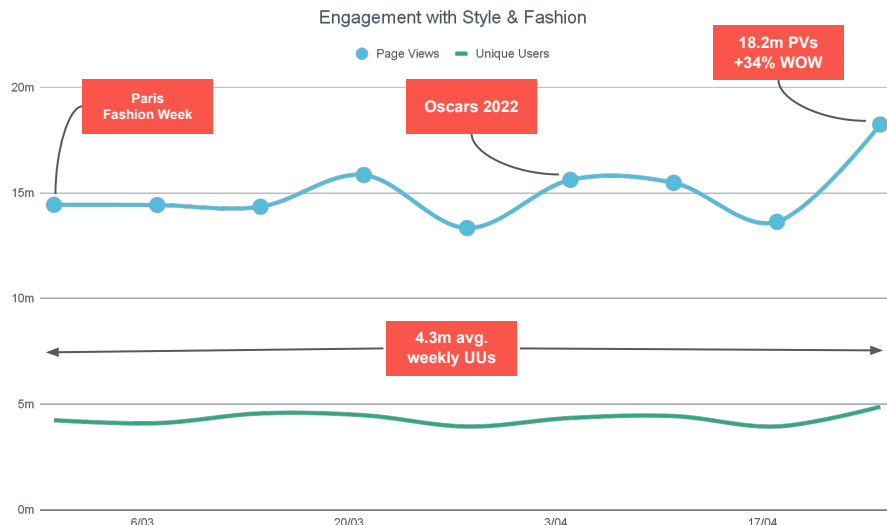
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Anticipation for the return of the Met Gala Ball – the annual style event also known as the “fashion Oscars” – to their rightful home at the beginning of May saw audience engagement with our Style & Fashion category hit an all time high with weekly Page Views and Unique Users reaching record levels across the Ozone platform.



FASHION ON A HIGH WITH MET GALA BALL



TAKE ACTION

While events like the Met Gala Ball give our Style & Fashion audience inspiration, they're thinking less about the unaffordable looks sported by the celebs attending and more about moving their wardrobes from spring to summer as demonstrated by last week's almost doubling in engagement with swimwear content.

+72%
Style & Fashion
UUs growth YoY

A record **Style & Fashion** audience engaged with relevant content across Ozone last week. **4.9m** Unique Users grew by almost a quarter week on week and increased by an impressive **+59%** year on year. It was also **+13% bigger** than the average over the last eight weeks.

18.2m
Style & Fashion
Page Views

With **18.2m** Page Views last week up **+34%**, topics driving engagement were predominantly female focused, pointed towards summer spending and included: **Women's Swimwear (+92%)**, **Women's Fashion & Clothing (+61%)** and **Women's Beauty (+18%)**.

+62%
Underwear &
Sleepwear PVs

And in other fashion news, with National Lingerie Day taking place on Monday 25th April, the **Women's Underwear & Sleepwear** topic also drove overall category engagement, with weekly Page Views for the topics increasing by **+62%** week on week.

STYLE & FASHION IN THE HEADLINES

