



# Owning the Olympic Games with Ozone

Preparing for Paris 2024



Ozone sees  
nearly 15M  
people  
interested in  
the Olympics  
&  
Paralympics  
over the  
course of the  
games



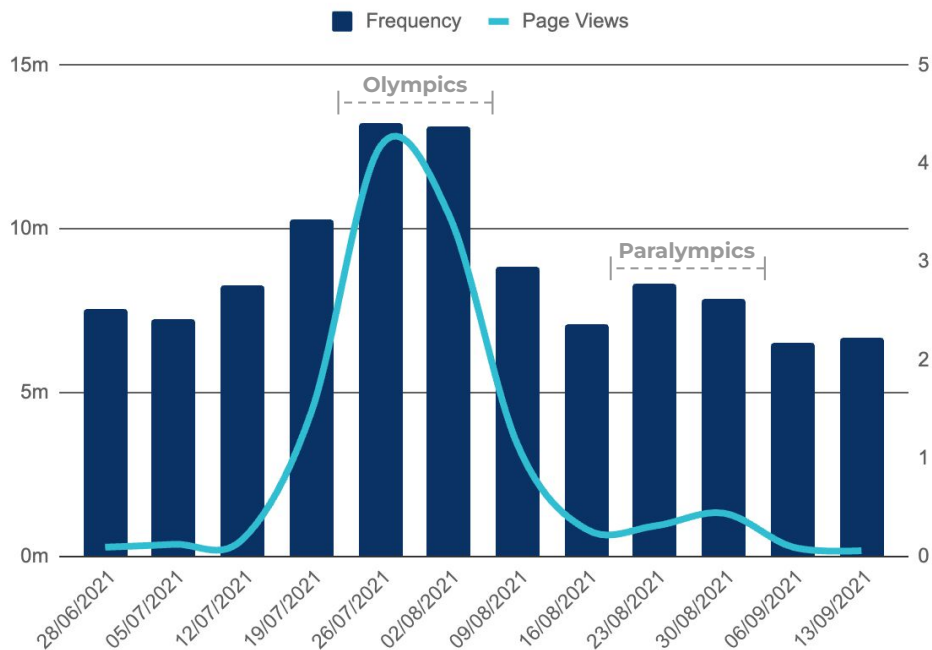
**14.8** **MILLION**  
**OLYMPICS**  
**ENTHUSIASTS**

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**12.5 million page views per week**

# Engagement takes off for the opening ceremony

## Olympic content consumption by week



### Pre-Games Buzz

Across Ozone we see engagement with major sporting events begin to build 2-weeks prior to the event, with WoW page view growth of approximately 30%. Whilst this trend is absent for Tokyo 2020, due to Covid-19-related factors, we expect to see the normal pre-games build up for Paris 2024.

### An Opening Ceremony Surge

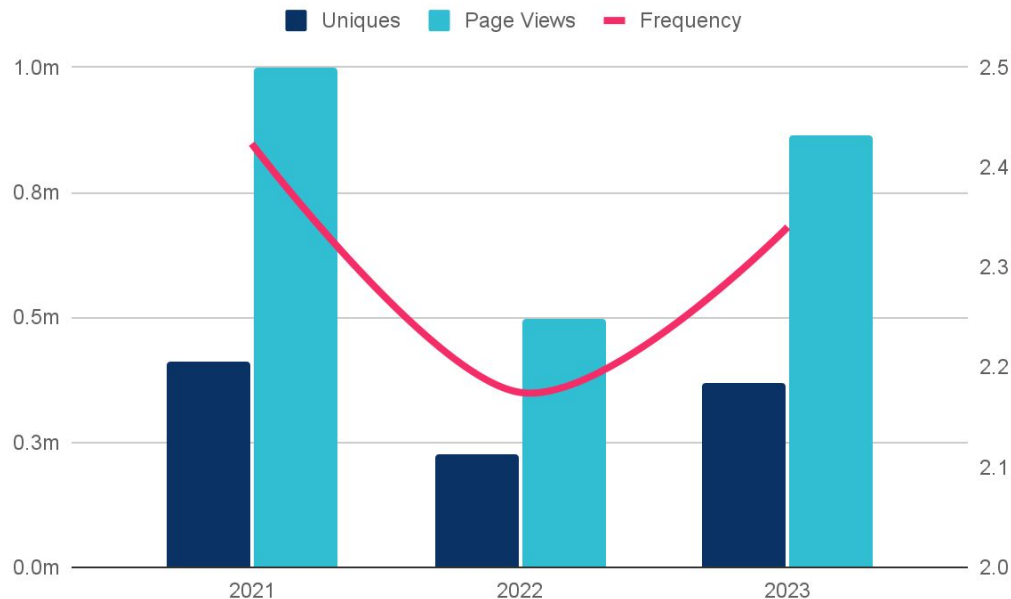
Engagement with the Olympics surged in the days leading up to the opening ceremony with a +574% spike in weekly users and +740% spike in weekly page views.

### Success drives engagement

Following the opening ceremony, we see another spike of engagement as Team GB win their first crop of medals. Average readership of Ozone's Olympics coverage jumps from 3.4 to 4.4.

# A critical period for engaging Paralympics fans

## Year-on-Year content consumption of Para-sports



### The Paralympics draws a crowd

Across Ozone the para-sport category saw the strongest audience size growth during the Olympic and Paralympic period, with over one-third of total yearly unique readers and 40% of yearly pageviews coming during the games.

### Paralympic Positivity

Coverage of the Paralympics across Ozone is overwhelmingly positive, with sentiment analysis of the Para-sports category showing 89% of Page Views have positive sentiment.

# Team GB's success drives audience engagement

We see a direct correlation between Team GB's Success and engagement across Ozone.

Magic moments, like Tom Daley's poolside knitting and Adam Peaty's dominant performance, electrify engagement with massive WoW growth, providing prime opportunities for agile advertisers to create positive associations.

We see the opposite effect with poor performances, as demonstrated by British Cycling's ill-fated start in the road race.

**+2235%**  
Weekly Diving Readers

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Newspaper of the year

News Opinion Sport Culture Lifestyle

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**Tom Daley**

This article is more than 2 years old

**Tom Daley knits a tea-cosy holder to keep his gold medal safe from scratches**

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**Two gold medals in the bag - now Adam Peaty looks to complete 'Project Immortal'**

Having secured his place among Britain's Olympic greats, Peaty has admitted he's already looking ahead to Paris 2024

By Jeremy Wilson, CHIEF SPORTS REPORTER, IN TOKYO  
27 July 2021 - 7:30am

**+128%**  
Weekly Swimming Readers

talkSPORT Home Listen live Fixtures/Results Football More

Sport > Olympics

**BAD LUCK Geraint Thomas in 'freak crash' during Tokyo 2020 cycling road race as ex-Tour de France winner and London 2012 gold medalist pulls out after teammates' wheel came off**

Joe Moore  
Published: 9:59, 24 Jul 2021 | Updated: 10:23, 24 Jul 2021

**-4.9%**  
Weekly Cycling Readers



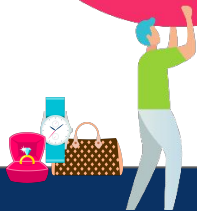
# The Olympic Halo Effect

The categories that saw the biggest uplift during Tokyo 2020

**+382K**

Unique Users

**Luxury Goods &  
Wearable Tech**

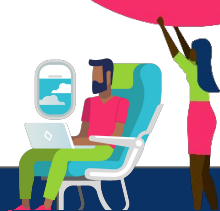


Team USA's heat adaptive uniforms designed by Ralph Lauren cut through with Ozone's luxury goods & wearable tech readers.

**+101%**

WoW Growth

**Business  
Travel**



The Olympic effect on generating business interest can be seen across the business travel category with engagement spiking during the games.

**+277%**

WoW Growth

**Travel to  
Japan**



The global publicity of the Olympics drove interest in Japan as a holiday destination seeing 277% growth in weekly readers.

**+224k**

Unique Users

**Healthy  
Living**



With Olympic inspiration fresh in the mind, we see increased engagement with healthy eating 105% WoW growth, and sports equipment 84% WoW growth.

# From insights to campaign activation

An illustration of a male runner in a green tank top and blue shorts, running on a dark blue curved path. The runner is positioned at the bottom left of the slide, partially overlapping a large pink arrow shape.

**TAKE  
ACTION**

Make the most of the pre-Olympic build up by activating two-weeks prior to the opening ceremony

Run campaigns during the Paralympics for an overwhelmingly positive sports targeting opportunity

Upweight around key moments like the Opening and Closing Ceremonies

Plan for Magic Moments and maximise exposure across the Olympics most memorable stories

Branch out into associated trending categories

# Winning at the Olympics & Paralympics with Ozone

## Activating the Gold package

### Maximum creative impact

- Engaging skins, built free of charge
- Animated or video interscrollers, built free of charge
- Premium only video

### Reaching 50% of Olympics audience

- Delivering over 14 million impressions at a frequency of 2 over the two week build-up and throughout the Olympics & Paralympics (2 months total duration)

### Unlocking 15% added value

- For a full commitment of £300K receive 15% added value impressions, as well as a brand study and Attention Index

TARGET	FORMAT	RATE	GROSS COST
Olympics readers and all relevant editorial across the premium web	Animated / Video skins	£26.48	£65,000
	Animated / Video interscrollers	£14.72	£85,000
	Outstream	£23	£75,000
	Pre-roll	£25	£75,000
			<b>£300,000</b>

\*Campaign covers Olympics & Paralympics, running from 10th July - 10th September

\*Packages must be bought exactly as sold to qualify for 15% added value impressions



# Winning at the Olympics & Paralympics with Ozone

## Activating the Silver package

### High engagement amongst fans

- Engaging skins, built free of charge
- Animated or video interscrollers, built free of charge
- Premium only video

### Reaching 25% of Olympics audience

- Delivering over 7 million impressions at a frequency of 2 over the two week build-up and throughout the Olympics & Paralympics (2 months total duration)

### Unlocking 10% added value

- For a full commitment of £150K receive 10% added value impressions, as well as a brand study and Attention Index

TARGET	FORMAT	RATE	GROSS COST
Olympics readers and all relevant editorial across the premium web	Animated / Video skins	£26.48	£40,000
	Animated / Video interscrollers	£14.72	£40,000
	Outstream	£23	£35,000
	Pre-roll	£25	£35,000
			<b>£150,000</b>

\*Campaign covers Olympics & Paralympics, running from 10th July - 10th September

\*Packages must be bought exactly as sold to qualify for 10% added value impressions

# Winning at the Olympics & Paralympics with Ozone

## Activating the Bronze package

### Cost-efficient reach amongst fans

- Animated or video interscrollers, built free of charge
- Rising stars, which can also include video, carousels and other engaging features
- Outstream

### Reaching 25% of Olympics audience

- Delivering over 3 million impressions at a frequency of 2 over the two week build-up and throughout the Olympics & Paralympics (2 months total duration)

### Unlocking real world measurement as added value

- For a full commitment of £50K receive a brand study and Attention Index measurement worth over £5k

TARGET	FORMAT	RATE	GROSS COST
Olympics readers and all relevant editorial across the premium web	Animated / Video interscrollers	£14.72	£25,000
	Rising Stars (can embed video)	£14.12	£10,000
	Outstream	£23	£15,000
			<b>£50,000</b>

# Winning at the Olympics & Paralympics with Ozone

## Owning the unforgettable moments

### Maximum impact for 48 hours

- Align with the biggest moments of the games, delivering highly viewable, highly engaging formats as the buzz is happening

### Be unmissable with high viewability

- Animated or video interscrollers, built free of charge
- Rising stars, which can also include video, carousels and other engaging features
- Build creative and align on setup in advance to be ready for agile activation

### Delivering 7M impressions in 48 hours

- Delivering 7 million impressions during the moments that matter most to readers

TARGET	FORMAT	RATE	GROSS COST
UK adults, including all Olympics editorial across the premium web	Animated / Video interscrollers	£14.72	£50,000
	Rising Stars (can embed video)	£14.12	£50,000
			<b>£100,000</b>

Unlock **5%** added value for full £100k commitment

\*Campaign covers Olympics & Paralympics, running from 10th July - 10th September

\*Packages must be bought exactly as sold to qualify for 5% added value impressions