

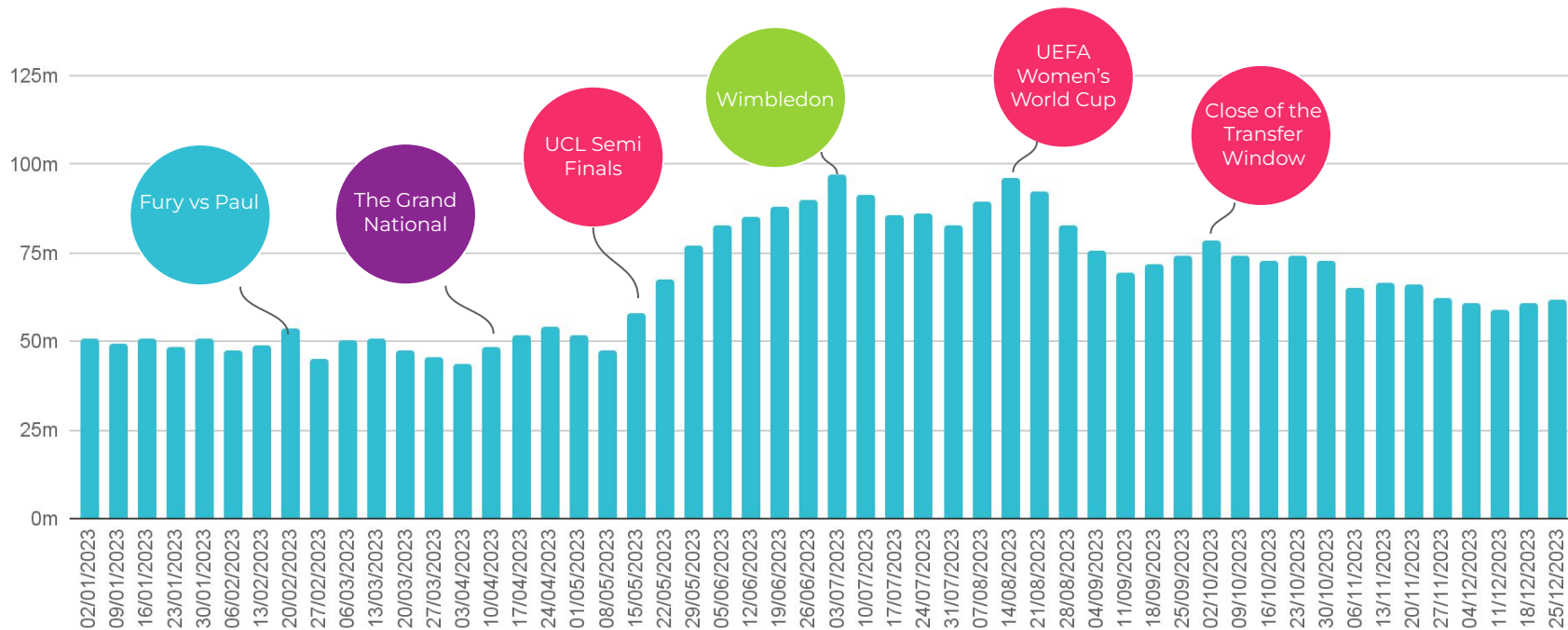
Big Sports

The biggest sporting events driving engagement this year



Big Sporting Moments Across Ozone

The Moments driving the most engagement across Ozone Publishers



Reaching relevant audiences for the year's biggest sporting events

Fair Weather Fans

Ozone first party segment

Reaching readers with a broad interest in sport

37.5M unique readers per month

Super Fans

Ozone first party segment

Reaching the UK's most engaged sport fans reading at least 5 articles in 30 days

26.5M unique readers per month

Sporting Events

Ozone first party segment

Reaching sports fans reading about the biggest events in the sports calendar

10.7M unique readers per month

Gambling

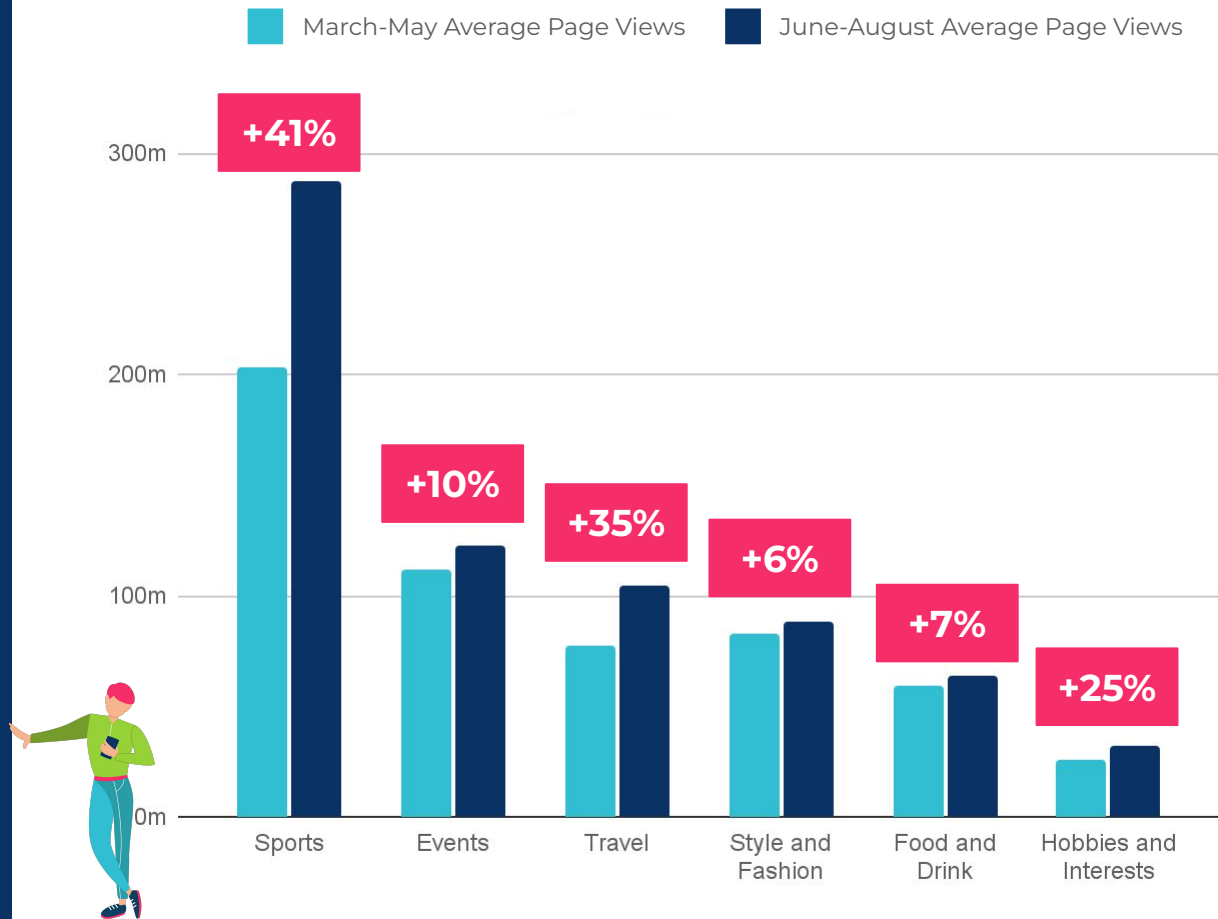
Ozone first party segment

Reaching readers with an interest in sports gambling

5.2M unique readers per month

Get to know the categories that grow in the lead up to summer

From the most exciting sporting events and music festivals to finding the right garden party outfit, Ozone's publishers see summer growth across a wide variety of categories as the weather heats up



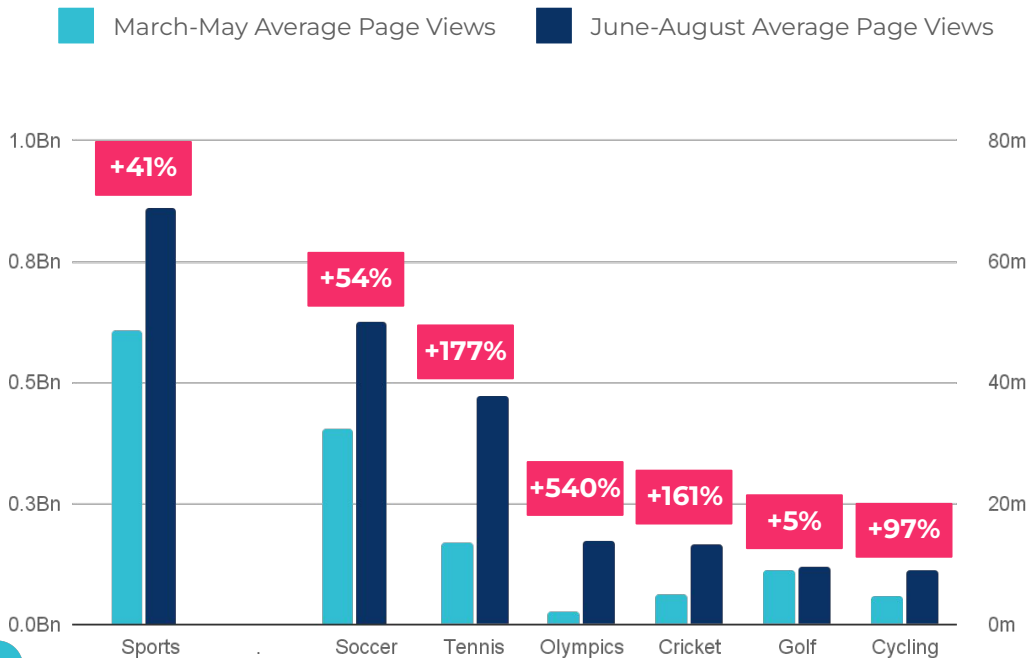
The year's biggest sporting events drive enormous interest among committed and fair-weather fans

Home-nation victories typically boost engagement, and with high expectations for England in the Euros, a defence of the **ICC T20** title, and popular annual fixtures like **Wimbledon** and **The Open Championship**, we can expect engagement to surge this summer.

However, with Les Bleus also joint favourites for **Euro 2024**, the annual spectacle of the **Tour de France** and Paris hosting **The Olympics**, France will likely be front and centre of Ozone's sporting editorial this summer.

TAKE ACTION

Tailor targeting to reach the fair-weather fans as well as sport's biggest supporters using both Ozone's **broad** and **high** engagement segments.

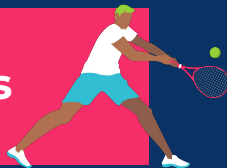


Delivering engaged sports fans across the biggest sporting moments this year

Football



Tennis



Rugby



Formula 1



Horse racing



Boxing



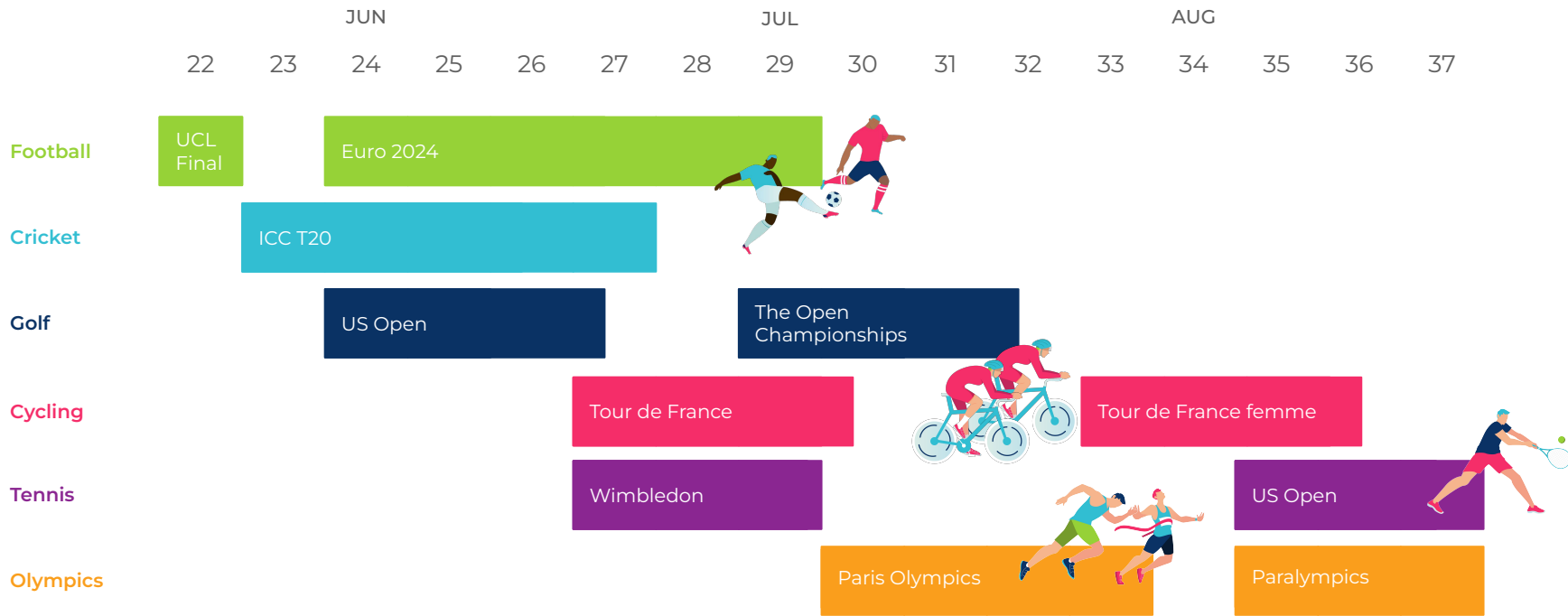
Olympics



Super Bowl



Your guide to this summer's biggest sporting moments



Football

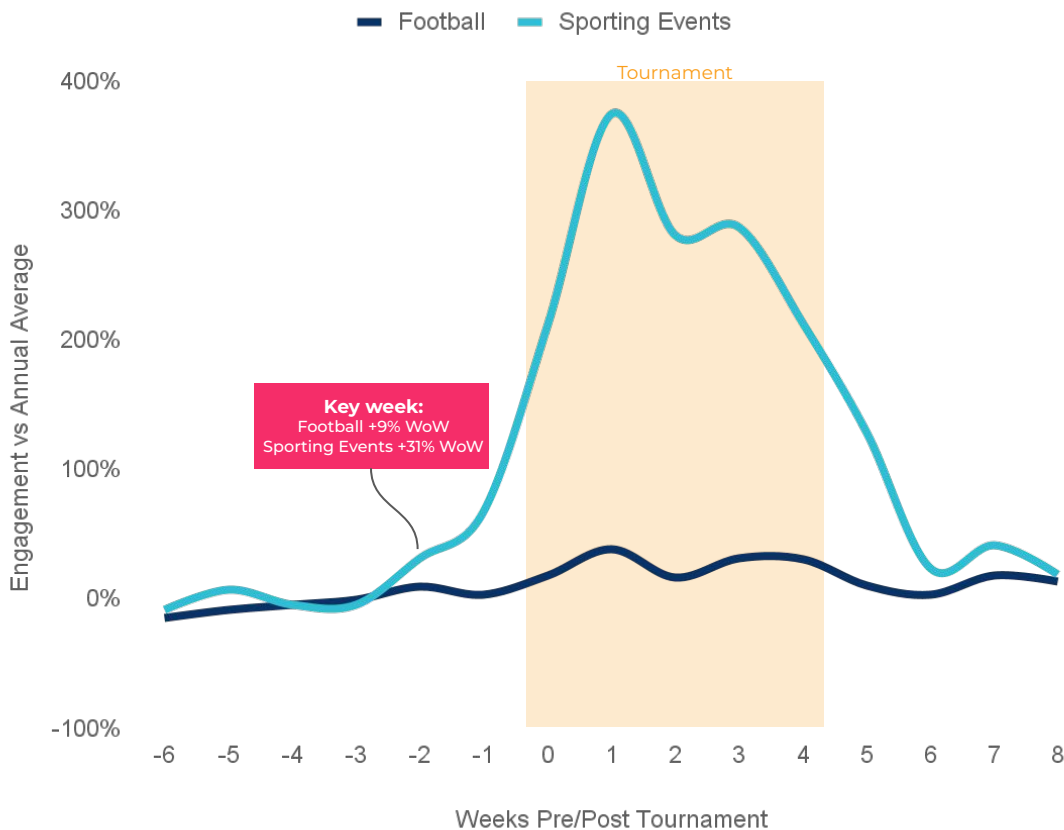
The biggest moments to
expect during EURO 2024



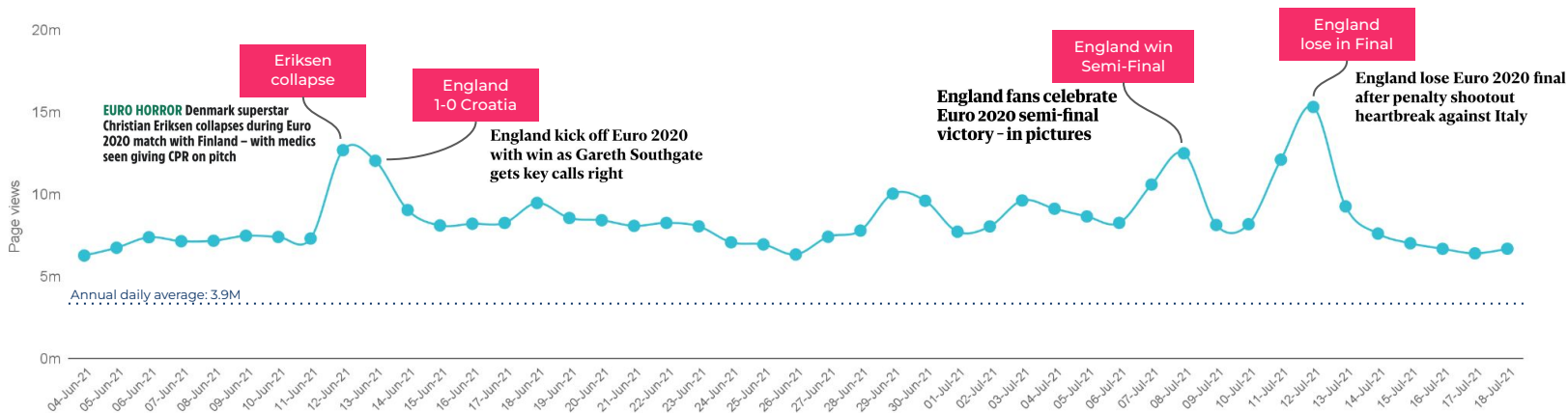
Tournament interest builds a fortnight before kick off

On average, engagement with sporting tournaments ramps up two weeks ahead of starting.

The first kick of the ball however sees the largest spike in readers, up more than 200% WoW.



The biggest moments to expect in EURO 2024



Euro 2020 was the moment that mattered most to 24m Brits; more than double the average football engagement. Across Ozone nearly as many people read about Football as News & Politics – our single biggest content category – during the tournament.



Pre-tournament build up:
7m daily page views



England's opening game:
12m page views



England group games:
+10% vs tournament average



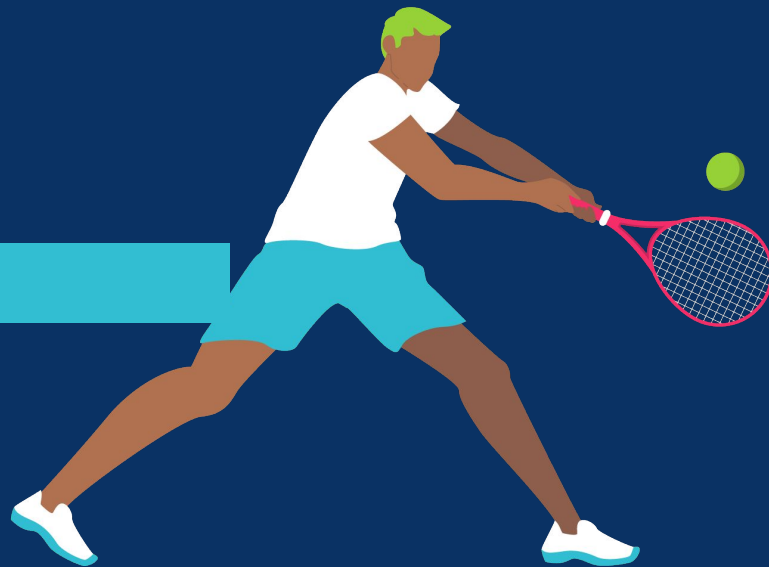
Day after Semi finals:
2X tournament average



Day after Final:
16m page views in one day

Tennis

Delving into Wimbledon



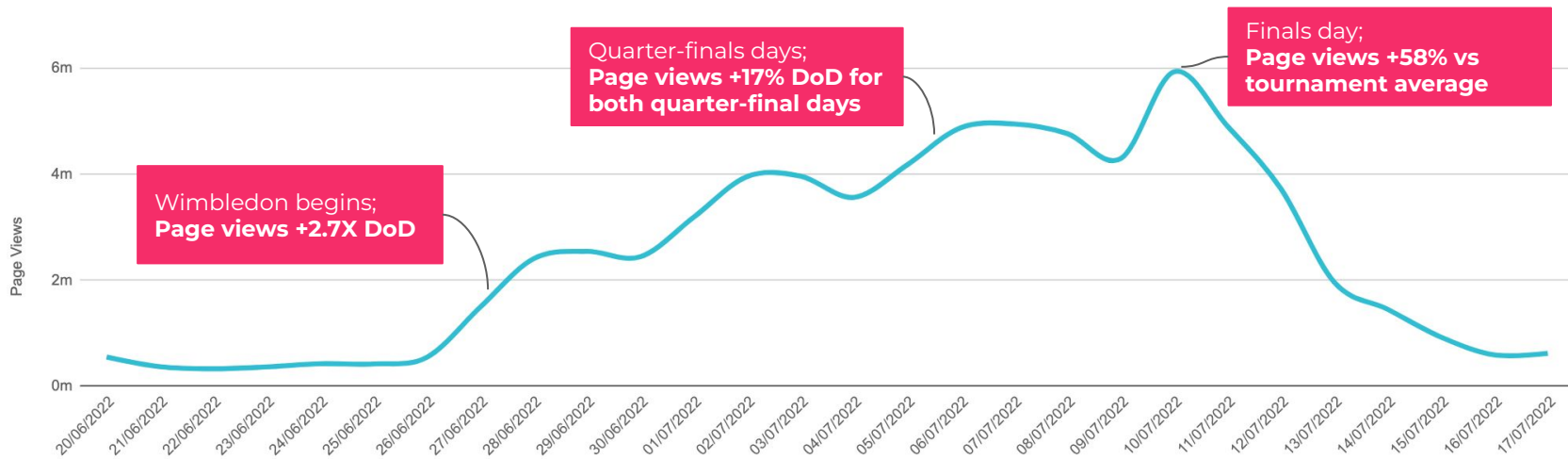
Ozone sees over 7M tennis fans every month throughout the year, with this figure expected to grow by over 4x throughout Wimbledon

7.2 MILLION
TENNIS
FANS



31.7 million page views across
Wimbledon 2023

Interest in Wimbledon grows significantly as the tournament unfolds



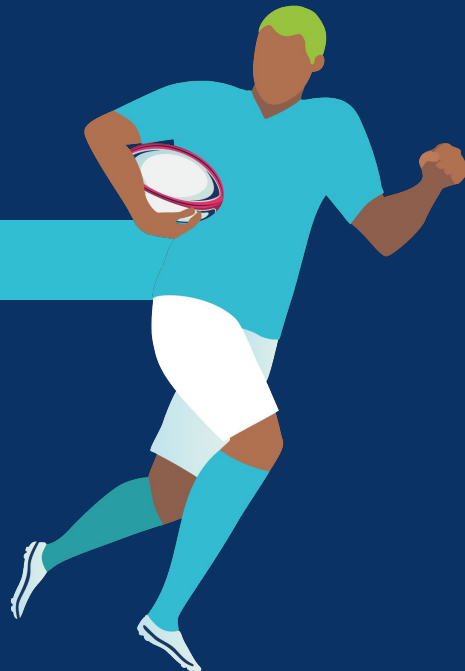
As with almost all sporting tournaments interest in the lead up to the competition is limited, instead engagement grows most significantly on the first day of matches. The start of Wimbledon 2022 drove an increase in page views of +173% DoD; the highest DoD growth of the whole tournament.

Throughout the tournament, the first day of each round drives the most interest. For example the first day of Round 2 saw page views +6% DoD while the second day of Round 2 saw a decline of -4% DoD. This pattern is seen for every round of Wimbledon.

Engagement peaks on the day of the final, with nearly 6 million page views in one day across Ozone's publishers. This is unusual as typically the day after a final would generate greater attention. The following day of Wimbledon sees interest fall -17% DoD and continue to fall for a week before plateauing.

Rugby

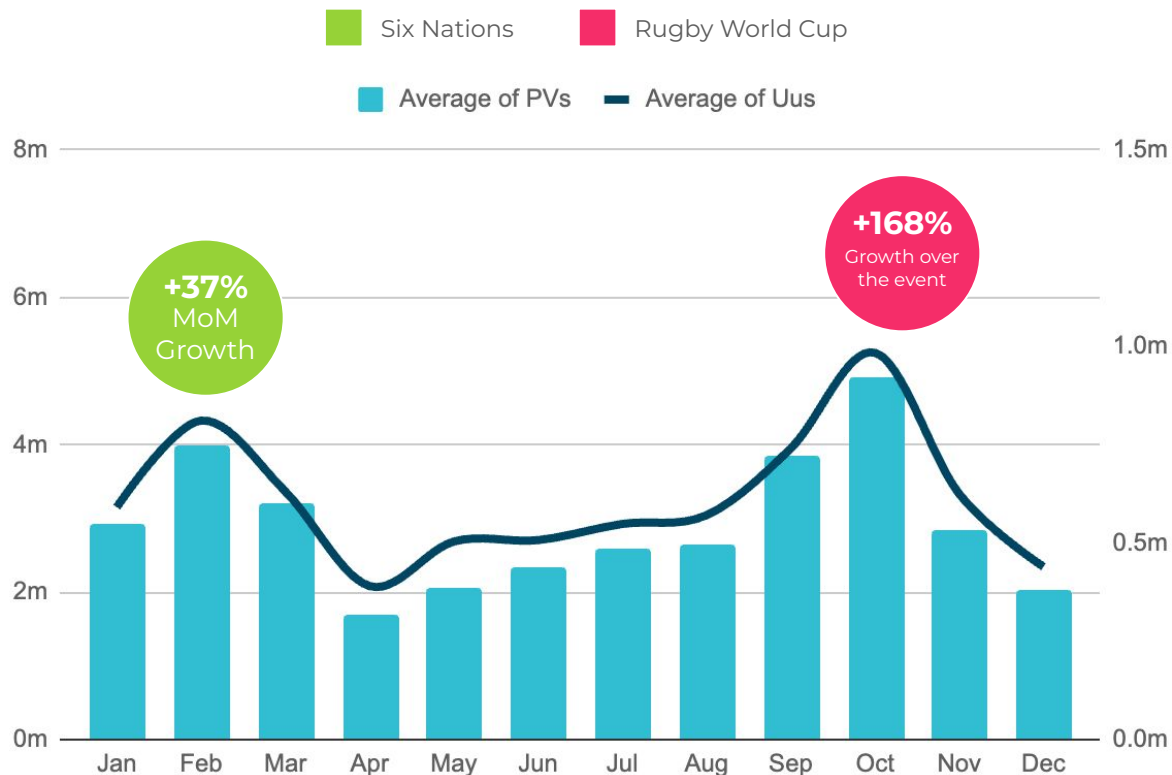
Reading the rugby fans



The biggest rugby moments of the year

The Six Nations drives good growth in engagement throughout February and March.

Despite 2024 being a fallow year, expect even greater increases in interest in 2025, with the Rugby World Cup. This tournament typically increases engagement by over 2.5X in September and October.



Formula 1

Diving into the season's biggest races



Formula 1 is the number one for sports engagement

24.5M

More than 5 million articles about Formula 1 are read in an average month, hitting as many as 24.5M in the moments that matter most

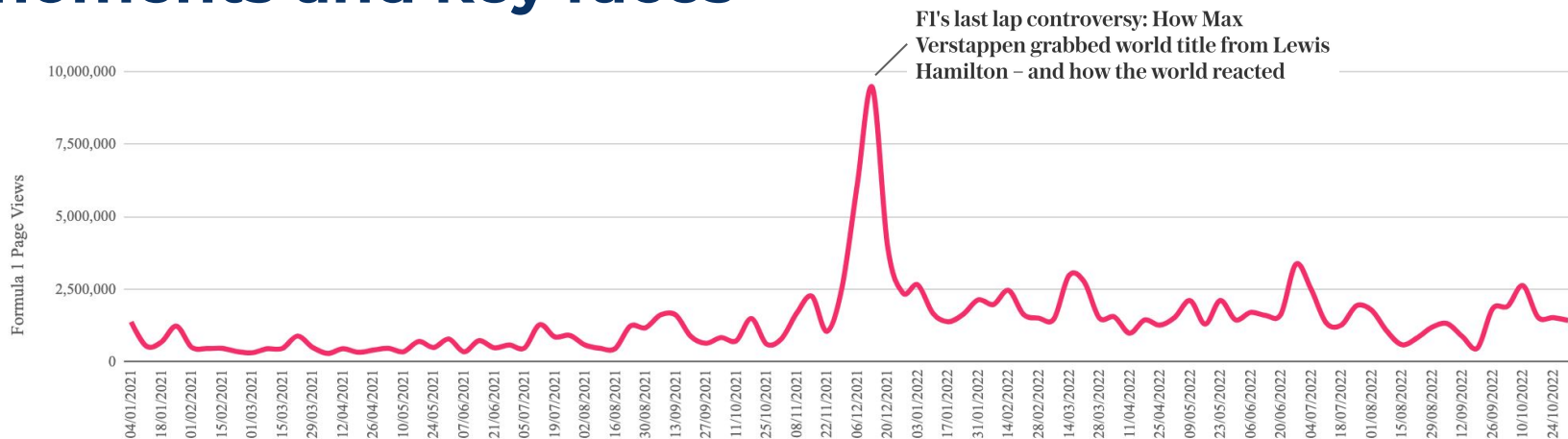
#1

Amongst the most popular sports across the Ozone alliance, Formula 1 drives the highest average page dwell;
1.9 minutes per article

4.8

Just under five Formula 1 related articles are read per fan per month

Engagement with F1 spikes during dramatic moments and key races



Drama and controversy triggered the highest peaks in engagement for Formula 1.

In 2021 Max Verstappen's controversial win in **the final race of the season drove a +136%** increase in page views WOW, with the fall out in **the following week hitting more than 7x the annual average.**

Throughout the season it is typically the second half that drives greatest engagement.

In 2021 the first half of the season saw over 18 million page views. Following the summer break, however, the second half saw more than 41 million page views. **This is an increase of +126% H1 vs H2.**

The most significant races of every season are:

- The first race of the season, Bahrain, sees engagement +100% WoW
- Silverstone: the GB Grand Prix consistently sees page views double the annual average
- Championship winner is crowned: this year Verstappen won in Round 18, so page views were up +56% versus the annual average.

Boxing

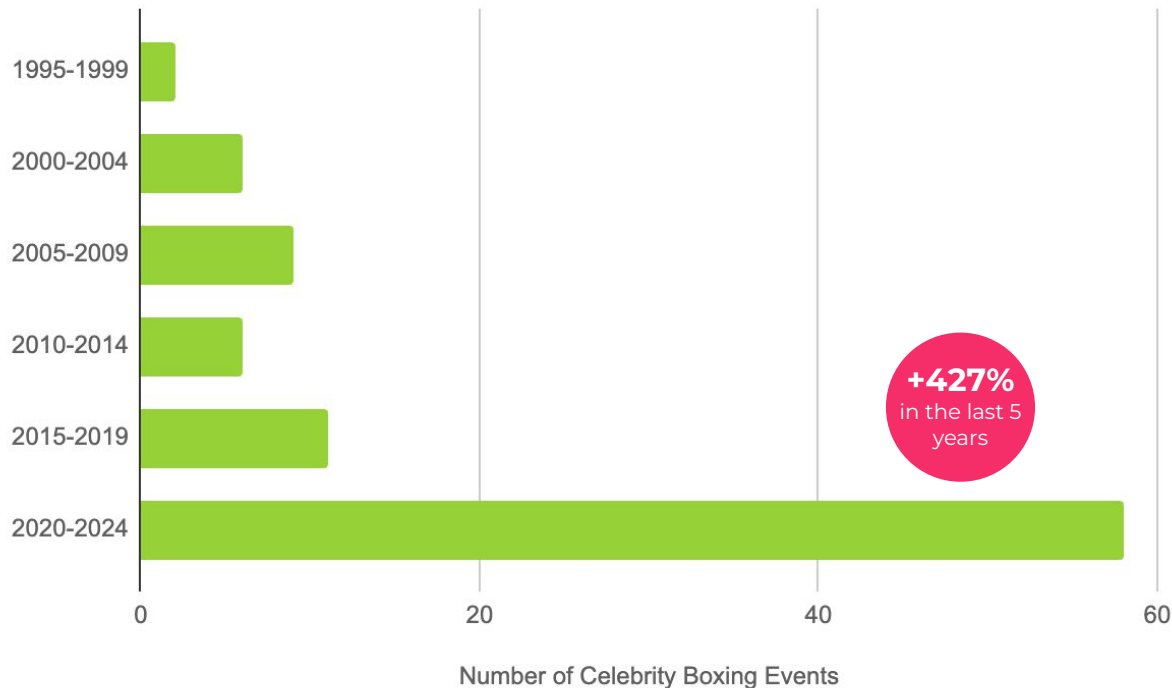
The biggest bouts in boxing



The rise of the celebrity boxer

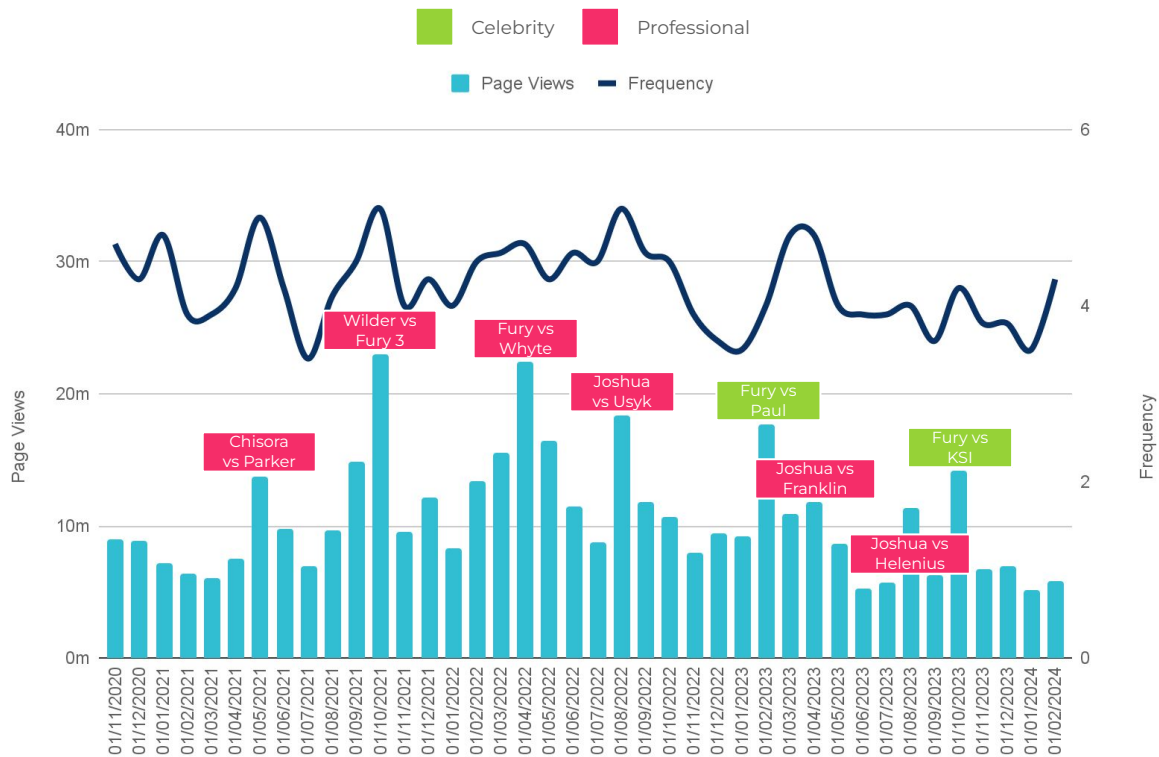
Celebrity fight night is an established phenomenon, which really took off following the success of the KSI vs Joe Weller bout in February 2018.

Since then, fights featuring so-called 'non-boxers' have grown by 427%.



A new generation of boxing fans

The majority of boxing engagement spikes comes around high-profile professional fights, however, celebrity exhibition matches are becoming equally significant in terms of both page views and depth of engagement across Ozone's publishers.



The Olympics

Preparing for Paris 2024



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

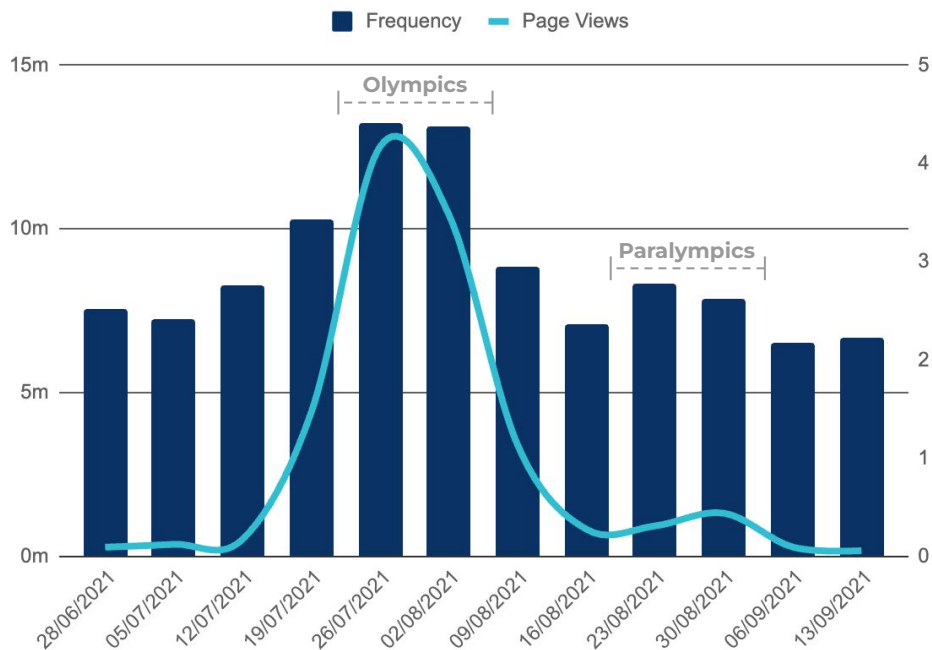


14.8 **MILLION**
OLYMPICS
ENTHUSIASTS

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

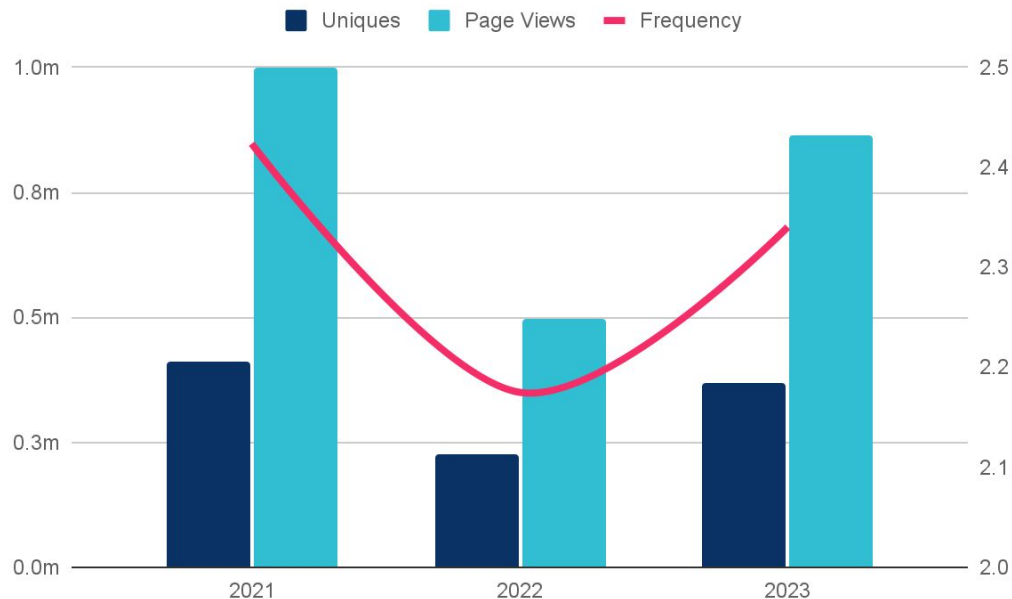
Engagement with the Olympics surged in the days leading up to the opening ceremony with a +574% spike in weekly users and +740% spike in weekly page views.

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 Paralympic 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.