



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



Week ending Sunday 11th July



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Pets
2.4m page views
+41% WoW



Sport
65.1m page views
+19% WoW



Movies
4.6m page views
+14% WoW

Source: The Ozone Project 2021

1.6m
Dogs
Page Views

The nation's bona fide obsession with dogs - or should that be bone fido 🐶 - continued last week as 41% weekly growth in pets category engagement was driven by **1.6m dog content page views** to provide further proof that our lockdown puppy love affair is an ongoing trend for Brits nationwide

65.1m
Sport
Page Views

And now to the unavoidable - from top of the pups to dog gone - as England's historic journey to the Euro 2020 final - and defeat at the hands of Italy - drove sport category engagement to a huge **65.1m page views** last week, up +19% week on week, with 9.4m unique users up +23% to boot

4.6m
Movies
Page Views

Finally, our movies category enjoyed double-digit engagement and readership growth - with **4.6m page views** and 1.5m unique users, up +14% and +16% respectively week on week - as Marvel's latest superhero epic - Black Widow - was released to cinemas and Disney+ streaming last Friday

Top 10 content topics

| Category | Page Views | WoW Growth | Unique Users | WoW Growth |
|-------------------------|------------|------------|--------------|------------|
| Pets | 2.4m | 41% | 877k | 32% |
| Sport | 65.1m | 19% | 9.4m | 23% |
| Movies | 4.6m | 14% | 1.5m | 16% |
| Medical Health | 69.5m | 4% | 10.0m | 2% |
| Science | 7.6m | 2% | 2.3m | -2% |
| Automotive | 6.6m | 1% | 1.9m | 0% |
| Food & Drink | 12.1m | 0% | 3.5m | -1% |
| Television | 26.4m | -1% | 5.5m | -2% |
| Religion & Spirituality | 1.1m | -4% | 321k | -6% |
| Events & Attractions | 25.7m | -4% | 5.7m | -2% |

READING THE NATION

Black Widow - Marvel's latest ripping superhero yarn, starring Scarlett Johansson and Florence Pugh - hit cinema screens and Disney+ on 9th July to kick off a summer of blockbuster movie action

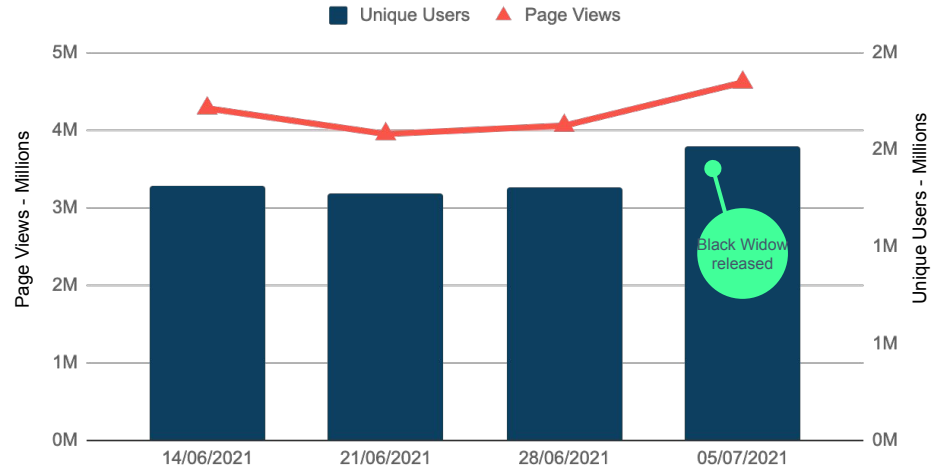
Warmly received by critics and film fans alike, this female-led action epic has made \$215m worldwide at the box office and via premium streaming, according to Disney



Source: The Ozone Project 2021

MOVIES IN FOCUS

Movies - Last 4 Weeks



+12% Higher PVs than the 4-week avg. Black Widow interest grew movie category engagement and readership to their highest levels in the last month, with page views and unique users +9% and **+12% higher than the 4-week average** respectively

+24% PVs growth on 10th July With the Marvel epic receiving positive reviews from film critics across the Ozone portfolio, Saturday 10th July saw interest peak with **+24% page views** and +30% unique users growth versus the prior day

+56% Uniques growth on 7th July Elsewhere, the beginning of the 2021 Cannes Film Festival on Tuesday 6th July, and reader interest in who was wearing what on the red carpet, grew unique users for the Movies category by **+56%** the following day

