



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 16th May



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Religion & Spirituality
2.0m page views
+99.5% WoW



Style & Fashion
11.8m page views
+23.3% WoW



Automotive
+6.7m page views
+17.7% WoW

Source: The Ozone Project 2021

+100%
page view
growth WoW

With Ramadan 2021 - Islam's holy monthly of daily fasting from dawn to sunset - ending, and Eid ul Fit - the festival of breaking the fast - beginning, engagement with **Religious & Spirituality** content across the Ozone platform doubled week on week, with **page views up +100% to 2.0m**

11.8m
Style &
Fashion PV

Who was wearing what at the 2021 Brit Awards - one of the first major UK events to be held indoors - boosted **Style & Fashion**, with **11.8m page views up +23% week on week**. Little Mix and Towie's Gemma Collins were among the style icons driving engagement with Brits content

924k
Article page
view

And finally, with Tyson Fury's world heavyweight boxing title showdown with Anthony Joshua due to take place in August, Fury's wife Paris' angry reaction to photographs of the boxer relaxing with female fans on holiday went viral with **924k page views**, making it one of last week's top articles

Top 10 content topics

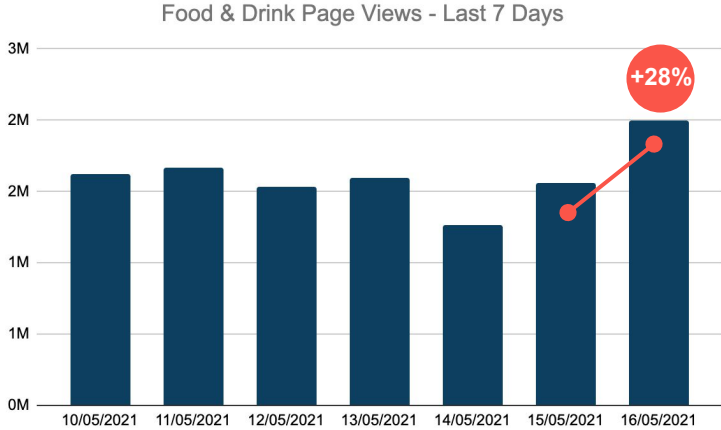
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Religion & Spirituality	2.0m	99.5%	540k	109.9%
Style & Fashion	11.8m	23.3%	3.2m	18.9%
Automotive	6.7m	17.7%	1.9m	17.1%
Healthy Living	2.9m	14.2%	11.1m	14.2%
Medical Health	60.8m	6.6%	9.0m	4.0%
Food & Drink	11.2m	6.6%	3.2m	5.0%
Family & Relationships	28.1m	4.8%	5.9m	2.6%
Education	2.2m	3.7%	818k	10.8%
Video Gaming	506k	3.4%	148k	-12.2%
Business & Finance	26.4m	2.0%	5.7m	3.7%

READING THE NATION

FOOD & DRINK IN FOCUS

This week sees the most significant lifting of lockdown restrictions to date, as hugging, hospitality and holidays all return on Monday 17th May

As such in the 7 days to 16th May, we have seen notable growth in engagement with related content, including **Food & Drink** and **Bars & Restaurants** content, across the Ozone platform



- +7%** Page view growth WoW

Last week, Food & Drink content page views **increased +7% week on week to 11.2m**, with articles about restaurant openings, ranging from family-focused eateries to fast food outlets, all driving engagement
- +28%** Page view growth

Sunday 16th May, the day before indoor hospitality returns, saw a **+28% growth in page views** vs. the prior day. The 2.0m Food & Drink page views seen on that day was 25% higher than that week's 7 day average
- 6.1m** Page views

In the build up to this week's big opening Events & Attractions page views grew +1.4% week on week. Within the topic, the 6.1m Bars & Restaurants page views total was the highest area of engagement

