



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

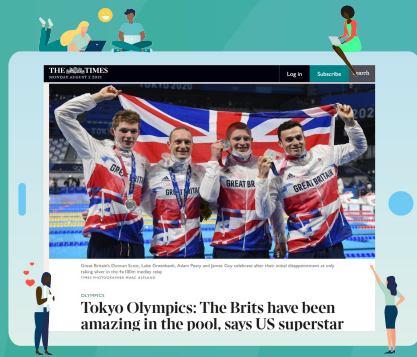


Week ending Sunday 1st August



REQUEST ACTIVATION





+35%
Healthy Living
PVs growth

With almost half of British adults gaining weight during lockdown, according to a government report, and recent statements by prominent athletes on mental health, interest in healthy living has picked, with a **+35% rise in page views** last week, the highest increase of 2021 so far

65m
Weekly sport
page views

Team GB's successes at the Olympics have propelled sport **page views to 65m** in the last week, with only the Euro finals having generated more engagement this year. Wayne Rooney's latest scandal also interested readers, giving sport a +31% rise in page views


19.6m
Travel
page views

The government's proposed plan for an amber travel watchlist saw travel gain prominence last week. Despite a modest +4% week-on-week rise for both page views and uniques, travel's considerable **19.6m page views** indicates a constant, high level of interest among UK readers

Top 3 content topics by weekly growth

 **Healthy Living**
3.5m page views
+35% WoW

 **Sport**
65m page views
+31% WoW

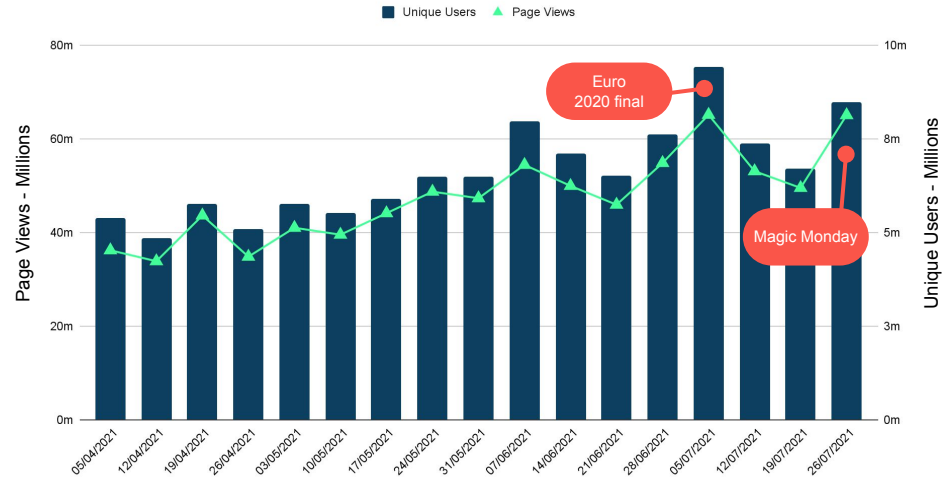
 **Hobbies and interests**
69m page views
+21% WoW

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Healthy Living	3.5m	35%	1.3m	28%
Sport	65.0m	31%	8.5m	26%
Hobbies & Interests	69.m	21%	2.1m	18%
Television	33.0m	13%	6.3m	12%
Personal Finance	6.3m	10%	2.0m	10%
Tech & Computing	15.4m	5%	3.9m	3%
Travel	19.6m	4%	4.9m	4%
Family & Relationships	28.9m	4%	5.9m	3%
Real Estate	4.2m	3%	1.5m	0%
Pop Culture	49.4m	1%	7.3m	4%

OLYMPIC BOOST TO BRITAIN'S SPORTING SUMMER

Britain's Sporting Summer



8.5m
Sport
unique users

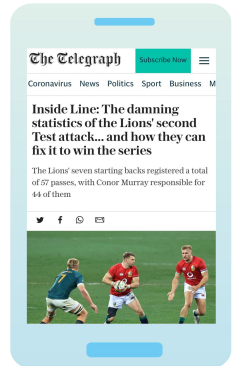
The Olympics' broad appeal grew our weekly sport audience to its second highest level of the year, with **8.5m unique users**, which was only bettered by 9.4m sport readers in the week of the Euro 2020 final

30%
of sport PVs were
Olympics

With a +26% growth in our weekly sport audience, readers saw many reasons to engage: **the Olympics accounted for 30% of sport page views**, with the Lions vs. South Africa rugby test accounting for 10%

+33%
Daily PVs growth
on Magic Monday

Team GB's stellar performance on Magic Monday generated huge interest across the Ozone platform. PVs and unique users grew on the previous day's numbers by an impressive +33% and +35% respectively



Magic Monday saw a slew of both medals for Team GB, and engagement with sports pages covering this success. Millions of sports fans have not only been tuning into watch sports on their TVs, but taking the time to read in-depth analysis across the Ozone platform

This renewed interest has boosted engagement with sports online, which returned to normal levels following the final of Euro 2020

