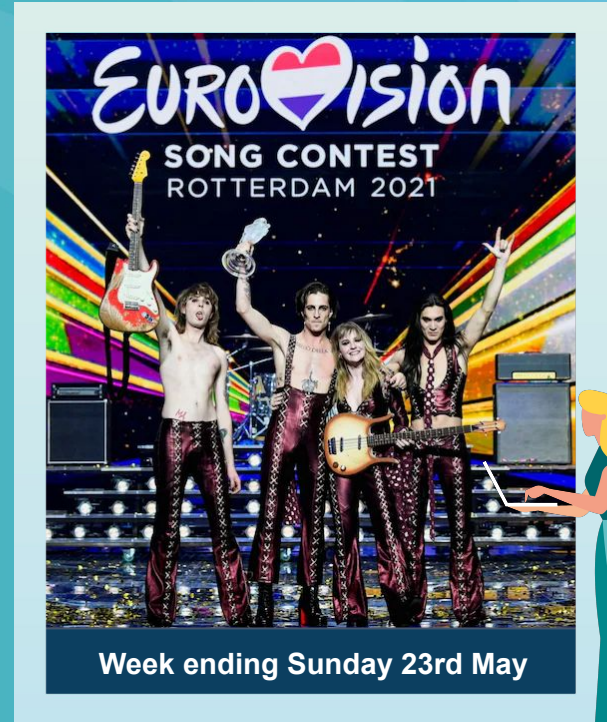




THE  
OZONE  
PROJECT

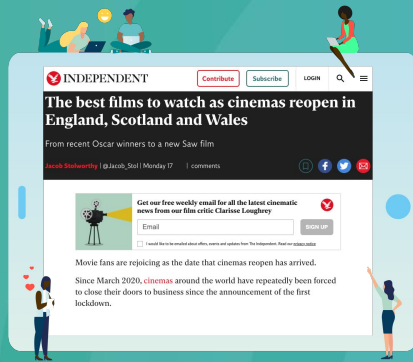
## READING THE NATION WITH OZONE

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



REQUEST ACTIVATION





## Top 3 content topics by weekly growth



**Music & Audio**  
12.2m page views  
+55.9% WoW



**Fine Art**  
3.6m page views  
+35.9% WoW



**Books & Literature**  
2.4m page views  
+22.8% WoW

Source: The Ozone Project 2021

**+70%**  
Unique user  
growth WoW

Music & Audio was the best performing content category across the Ozone platform last week, as unique users and page views grew by a massive +70% and 56% week on week respectively. This growth was driven by huge interest in the Eurovision Song Contest and the Glastonbury live stream

**6.6m**  
Home &  
Garden PVs

The upcoming bank holiday weekend has grown interest in Home & Garden content, with the category up +5.5% week on week to 6.6m page views. Of those, there were 4.9m page views for the top 3 subtopics; luxury homes (1.9m), gardening (1.7m) and interior decorating (1.2m)

**+18%**  
Movies page  
view growth

Last week's reopening of hospitality and entertainment venues - including cinemas for the first time since the beginning of the year - drove engagement with our Movies content as page views increased +18% week on week to 5.3m. Our total movie audience also increased +19%

## Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Music & Audio	12.2m	55.9%	3.0m	70.2%
Fine Art	3.6m	35.9%	1.3m	33.9%
Books & Literature	2.4m	22.8%	734k	36.0%
Family & Relationships	33.6m	19.5%	6.6m	13.6%
Television	28.9m	18.8%	6.2m	17.5%
Movies	5.3m	17.9%	1.8m	18.6%
Real Estate	4.9m	16.6%	1.7m	17.1%
Pop Culture	55.3m	15.0%	7.6m	13.7%
Sport	44.1m	11.6%	5.9m	6.8%
Pets	2.0m	11.2%	783k	12.8%

# READING THE NATION

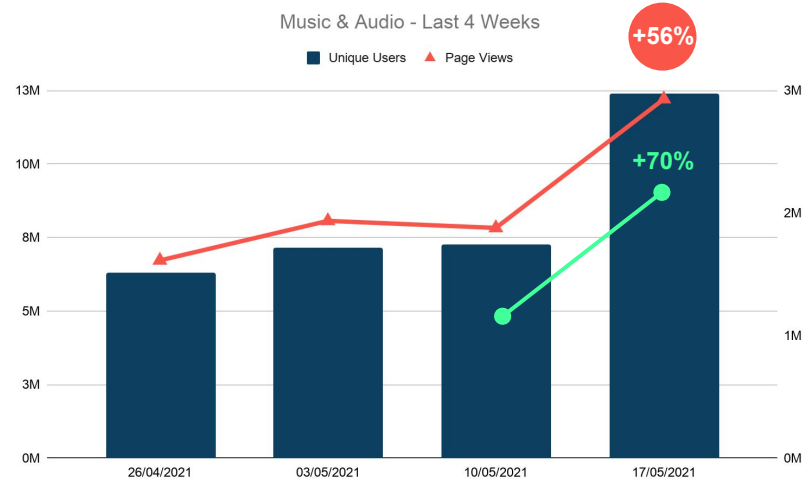
An explosion of interest in the Eurovision Song Contest and the Glastonbury: Live at Worthy Farm events over the weekend amped up Ozone's Music & Audio audience and engagement with the category to record levels

Interest in the two pop culture phenomena - each bringing the feel-good factor to millions of music fans - was heightened this year as the 2020 editions were cancelled due to the coronavirus pandemic



Source: The Ozone Project 2021

# MUSIC & AUDIO IN FOCUS



**+70%**  
Unique user growth WoW

Our Music & Audio audience across the Ozone platform grew by a huge **+70% week on week** in the seven days to Sunday 23rd May to a record 3.0m unique users; the highest Music & Audio audience this year

**+56%**  
Page view growth

Last week's **12.2m Music & Audio page views**, which grew by a whopping **+56% week on week**, is **+60%** higher than the weekly average number of Music & Audio page views since the start of the year

**2.1m**  
Weekend page views

Engagement with our Music & Audio content grew significantly over the weekend when the two events took place; **2.1m page views** on Saturday and Sunday was **+9% higher** than the weekday total

