

# How to win big at UEFA EURO 2024

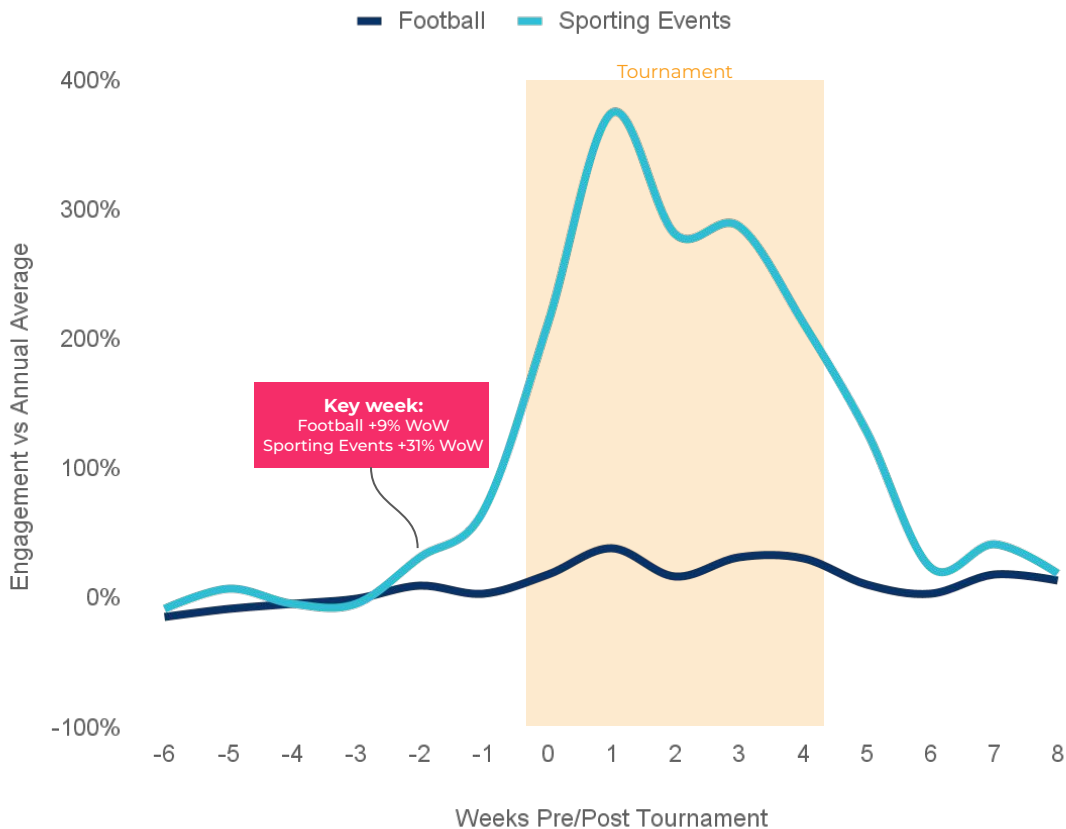
Delving into the pre-game build up, the impact of home nation success and the opportunity for brands this summer



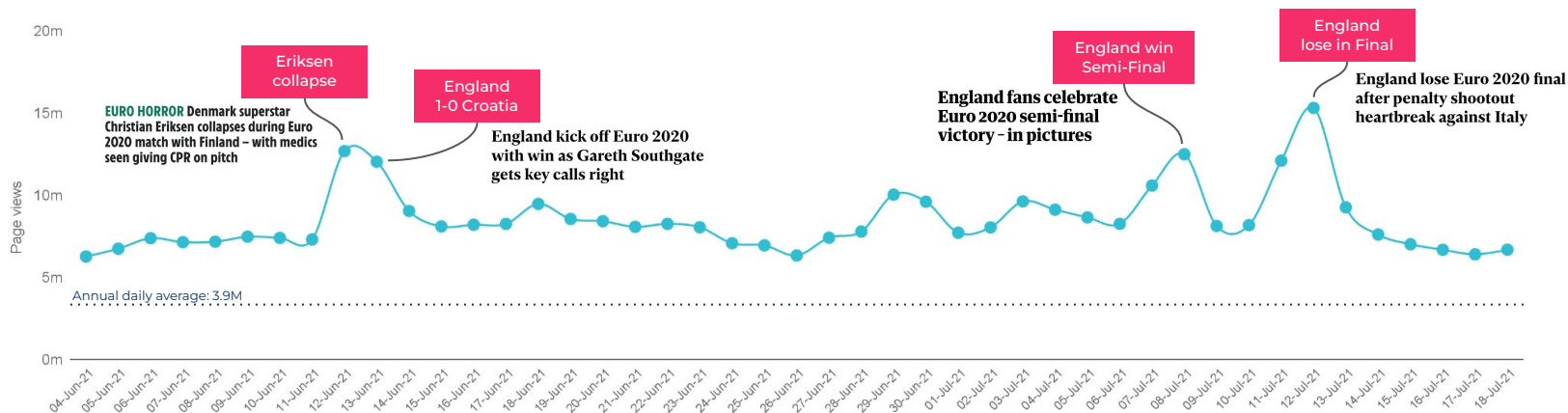
# Tournament interest builds a fortnight before kick off

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

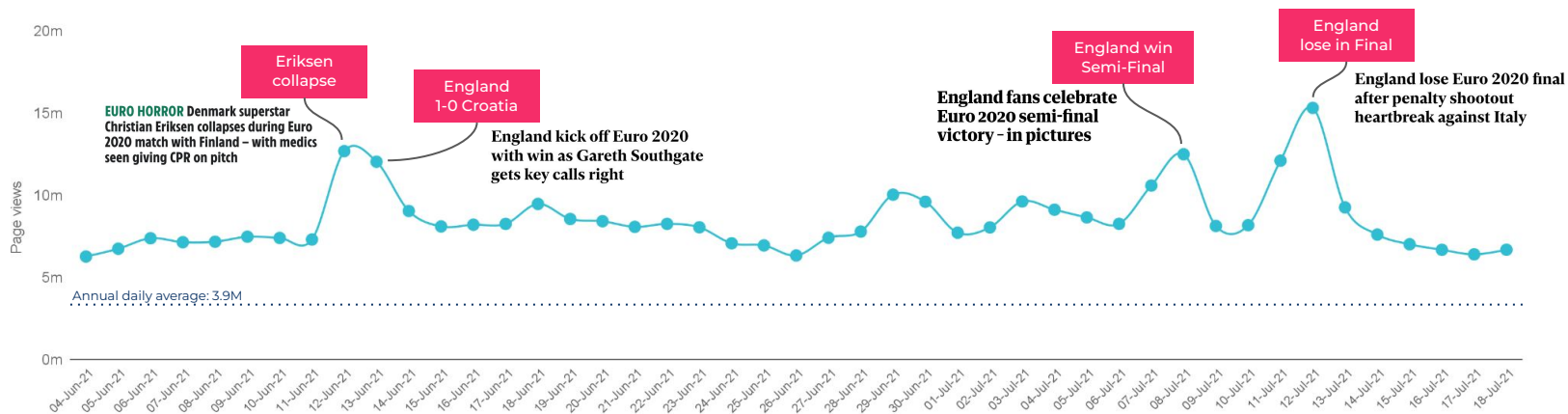


**Day after Semi finals:**  
2X tournament average



**Day after Final:**  
16m page views in one day

# 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.

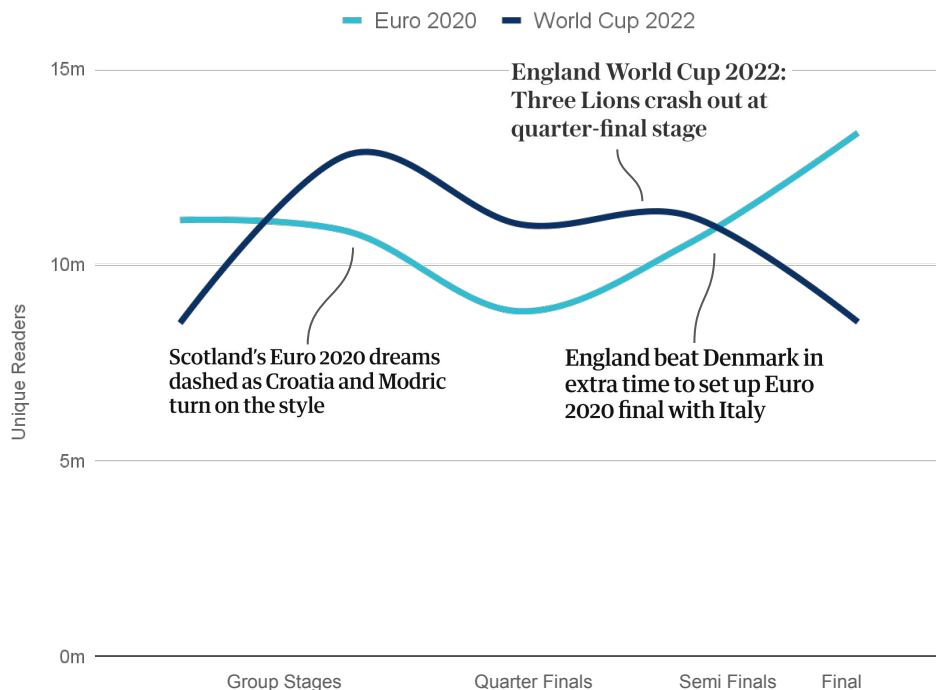
Football engagement grew to double the annual average in the two weeks before Euro 2020, with 7m daily page views before the tournament had even begun.

The first key moment that mattered to the nation was at the start of the tournament with England's first game. England versus Croatia spiked engagement with more than 12m page views about the game.

The group stages attracted consistent engagement with England matches driving an impressive 10% page growth compared to the tournament average. Throughout the first round, the moments that matter most were on the matchdays themselves. As we reached the knockout stages to the semis and final this pattern changed as interest broadened significantly.

During the bigger games engagement moves from the day of to the day after the match. Matchday page views for the semi finals were +44% higher than the tournament average whereas the next day page views were double the average. Unsurprisingly, the day with the highest engagement of the whole tournament was the day after the final with almost 16m page views in one day.

# Home nation success grows audiences across premium publishers



**25%**

The success of home nations - England in particular - can impact audience size by 25% on average. During Euro 2020, England's efforts that took them all the way to the final drove an increase in audience of +27% WoW; equating to nearly 2m additional readers every day. Conversely, when England crashed out of the World Cup in the Quarter Finals, reader volume fell by 24%.

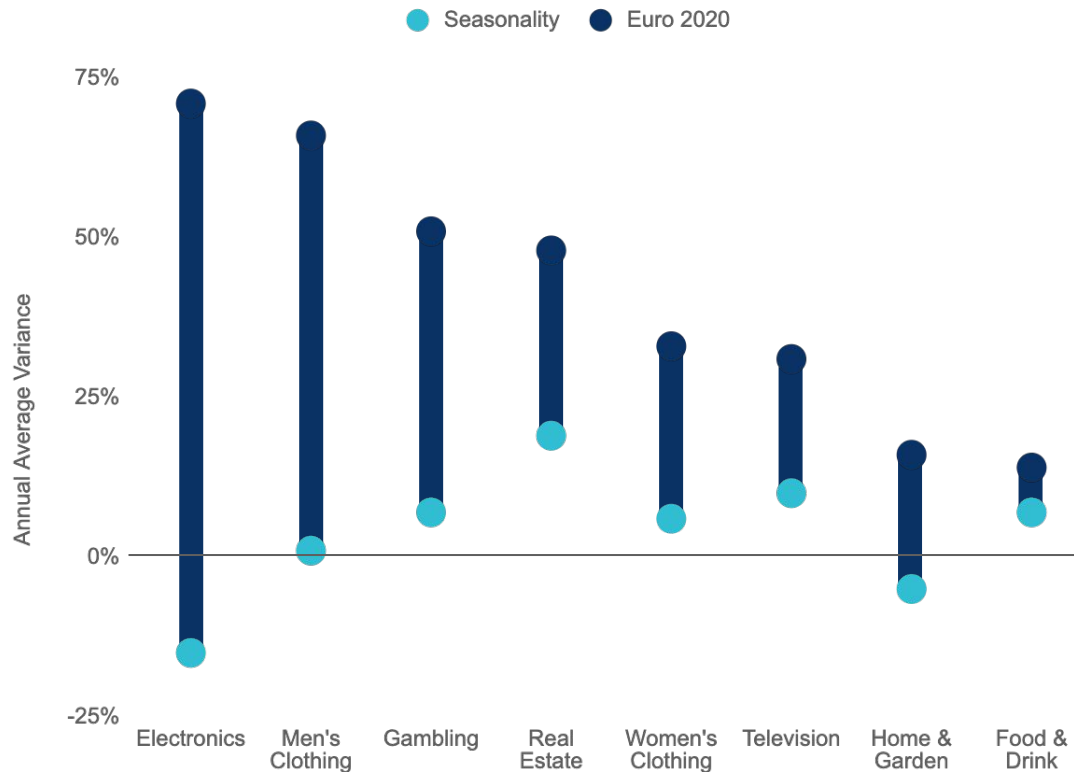
# A broad variety of categories will see a positive impact from EURO 2024

Comparing consumption during EURO 2020 to seasonal consumption trends we can see which categories are most influenced by the tournament.

We see significant change across domestic-related categories such as Electronics, Real Estate, Home & Garden, and Food & Drink. The tournament sees Brits host euros parties, upgrade their entertainment systems and replace furniture to improve their viewing experience.

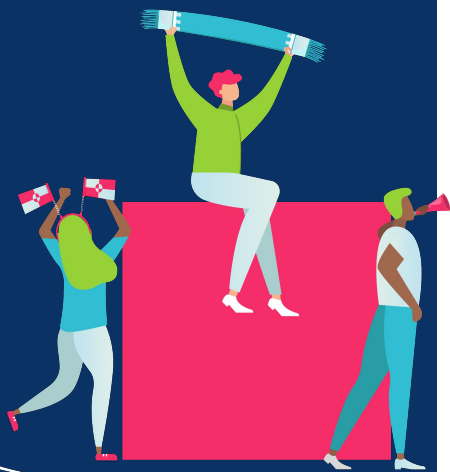
We also see unseasonably high readership of both men's and women's Clothing as Brits get swept up in the glamour of the tournament.

As expected during significant sporting events, Gambling is amongst the biggest winners of Euro 2020 growth, seeing a 51% increase in engagement during the tournament.



# How to win big at UEFA EURO 2024

Key recommendations for the tournament this summer



1.

Ozone's audience size doubles on average during international football tournaments, so target this audience to reach up to 24M engaged football fans

2.

Begin campaign activity around two weeks before the first game kicks off to maximise cut through and build greater brand association

3.

As home nations progress, back-weight or upweight budget to account for the significant increase in audience that Ozone will see

4.

Many categories will see a positive halo effect from the tournament, so for those categories consider targeting a football audience at this time to maximise the potential sales growth

# EURO 2024 packages from Ozone

Deliver high engagement and unmissable creative amongst fans

## High engagement amongst fans

- Engaging skins, built free of charge
- Animated or video interscrollers, built free of charge
- Premium only video

## Reaching 10% of Euro 2024 audiences

- Delivering nearly 5 million impressions at a frequency of 2 over the two week build-up and throughout the tournament

## Unlocking 5% added value

- For a full commitment of £100K receive 5% added value impressions, as well as a brand study and Attention Index worth over £5k

TARGET	FORMAT	RATE	GROSS COST
Targeting Euros readers, football fans and all relevant tournament coverage across the premium web	Animated / Video skins	£26.48	£25,000
	Animated / Video interscrollers	£14.72	£25,000
	Outstream	£23	£25,000
	Pre-roll	£25	£25,000
			<b>£100,000</b>

\*Campaign running from recommended dates of 3rd June - 15th July

\*Packages must be bought exactly as sold to qualify for 5% added value impressions



# EURO 2024 packages from Ozone

Reach highly engaged football fans with maximum cost-efficiency

## Cost-efficient reach amongst fans

- Animated or video interscrollers, built free of charge
- Rising stars, which can also include video, carousels and other engaging features

## Reaching 7% of Euro 2024 audiences

- Delivering 3.5 million impressions at a frequency of 2 over the two week build-up and throughout the tournament

## Unlocking real world measurement as added value

- For a full commitment of £50K receive a brand study and Attention Index measurement worth over £5k

TARGET	FORMAT	RATE	GROSS COST
Targeting Euros readers, football fans and all relevant tournament coverage across the premium web	Animated / Video interscrollers	£14.72	£25,000
	Rising Stars (can embed video)	£14.12	£25,000
			<b>£50,000</b>