



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

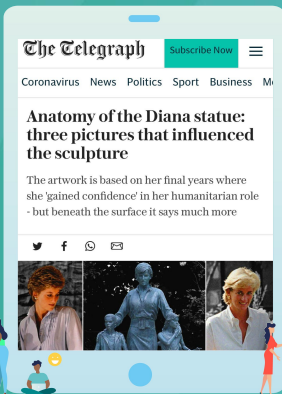


Week ending Sunday 4th July



REQUEST ACTIVATION





## Top 3 content topics by weekly growth



**Fine Art**  
6.8m page views  
+170% WoW



**Home & Garden**  
9.0m page views  
+35% WoW



**Sport**  
54.8m page views  
+19% WoW

Source: The Ozone Project 2021

**6.8m**

Fine Art  
PVs

On the occasion of the late Diana Princess of Wales' 60th birthday, her sons William and Harry unveiled a new statue in her honour to equal measures of celebration and critique. The new sculpture drove weekly page views of **Fine Art content up by +170%**, with audience up +143%.

**9.0m**

Home &  
Garden PVs

Despite the unpredictable weather, summer's arrival means a significant boost in Home & Garden content - with **page views up +35% week on week**. Gardening content accounted for one-third of all page views as green-fingered readers shared outdoor transformations and gardening hacks.

**+19%**

Sport  
PVs growth

The summer of sport continues to score big with a whopping +19% growth in weekly page views - with football, rugby, tennis and cycling all driving engagement. While this growth is exceptional for any category, the **+17% unique users' growth** is huge for one of our biggest content areas.

## Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Fine Art	6,762,160	169.9%	2,077,360	142.7%
Home & Garden	9,037,550	34.6%	2,726,197	29.9%
Sport	54,827,472	19.4%	7,624,028	16.8%
Books & Literature	2,502,978	18.9%	718,390	26.8%
Religion & Spirituality	1,170,801	17.5%	343,538	26.5%
Shopping	8,232,733	11.6%	2,058,960	13.4%
Tech & Computing	19,320,800	10.0%	5,084,725	14.0%
Television	26,742,072	9.7%	5,635,061	7.1%
Family & Relationships	37,909,055	8.9%	7,157,732	2.7%
Real Estate	6,404,906	8.8%	2,199,098	7.6%

# READING THE NATION

# SPORT BACK IN FOCUS

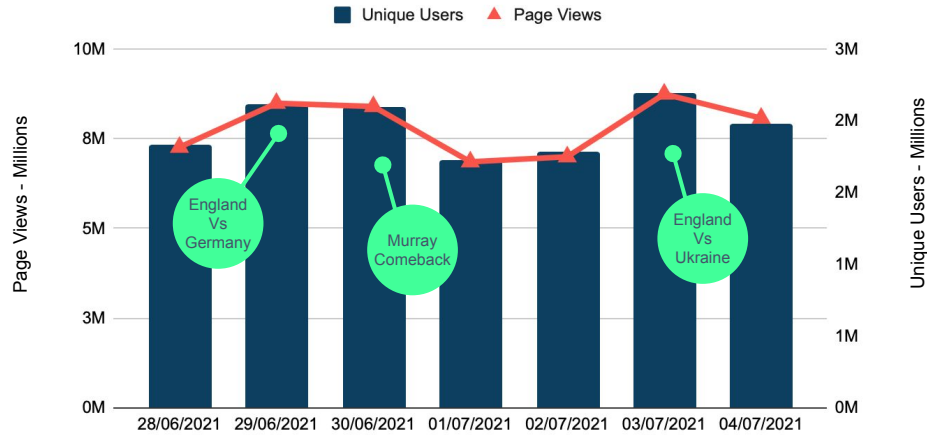
Unashamedly, Sport content makes a return as our key focus for the past seven days as England fans start to believe that it really could be coming home, and the nation welcomed Andy 'Wildcard' Murray back to the Wimbledon courts.

With the Lions Tour, Tour de France and the Tokyo Olympics also fuelling the sports pages, we expect this incredible reader engagement to continue all through the summer.



Source: The Ozone Project 2021

Sport - Last 7 Days



Unique Users - Millions

**70%** of total page views Euro2020 content is driving the majority of Sport interest with 38.9m football page views, up **+19% on last week's highs**. In line with all category growth, this shows readers also love Sports beyond football.

**4x** growth in Tennis PVs Crack open the champagne and strawberries as Wimbledon's return heralds a **+369% growth in Tennis page views** up from 961k last week to 4.5m this week. Fingers crossed for GB's Raducanu in Week Two!

**+25%** overnight PV growth Daily jumps in reading for key 'home nation' content is huge. Daily PVs grew +17% on Germany match day, staying high for Murray's 5-set thriller against Otte, and **rocketing +25% for Ukraine's thrashing**.

