



OZONE OUTLOOK

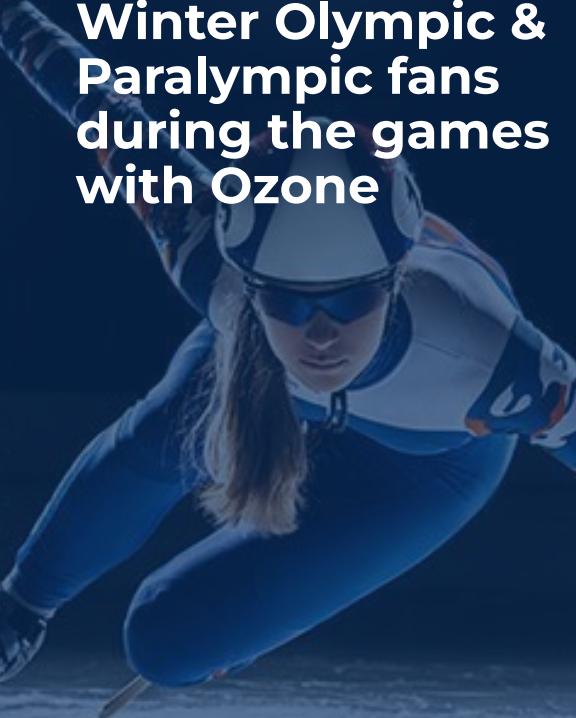


Winter Olympic & Paralympic Games

February 2026



Connect with
Winter Olympic &
Paralympic fans
during the games
with Ozone



28.4 M

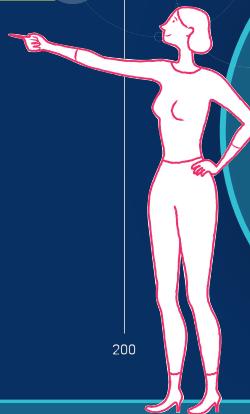
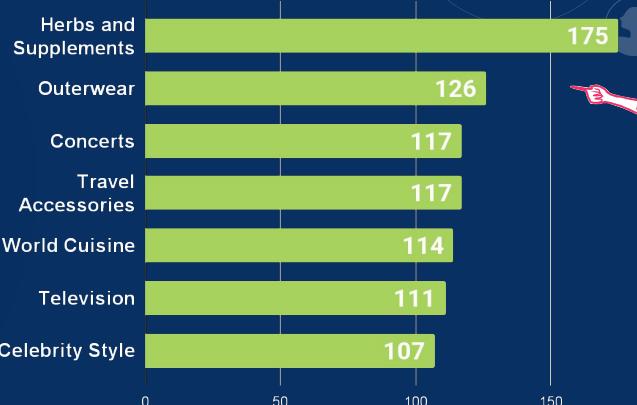
**Sporting enthusiasts following
for the Winter Sports and
inspirational moments**

The Winter Olympics will bring audiences to the Ozone platform

Reach more than 28m Brits as they engage with the games

23.7M
OLYMPICS
WATCHERS
users

What else are they reading?



22.4M
FEELING
INSPIRED
users

For **Extreme Sports** audiences, the apres-ski lifestyle is a major touchpoint for engagement, with **Celebrity Style** inspiring seasonal **Travel Accessory** engagement. The wider adoption of alpine living manifests in **World Cuisines**, where comfort of traditional mountain dishes like raclette drive interest. Attention will also turn to healthier lifestyle living as **Herbs & Supplements** are adopted as winter wellness is still a focus.

Source: Ozone 2024-2025

Olympics Watchers: Sports, Sporting events and Sports TV

Feeling inspired: Healthy living, World cuisines, Celebrity style and Travel





7.3x



Winter Olympics 2022

10.6x

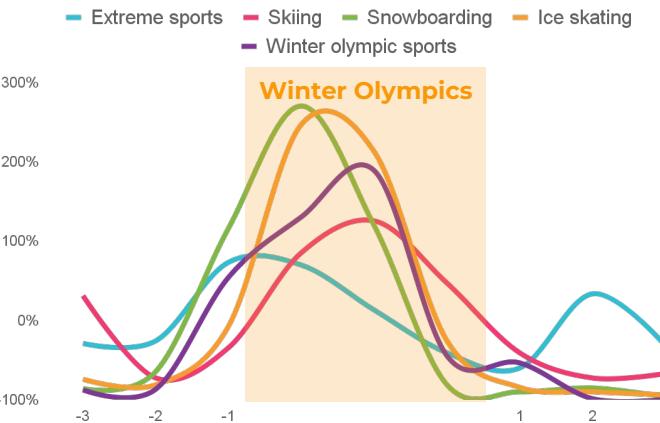


Summer Olympics 2024

As the games approach, excitement will begin to build with **Winter Olympic Sport** and **Extreme Sport** content as anticipation for Team GB taking to the slopes, rinks and curling sheets begins. **Snowboarding** shows the largest spike with **Skiing** following suit as the games provide inspiration for ski season.

Page views soar during the Olympics vs. previous months as the international competition drives engagement with Olympics content.

Engagement is already building as the Olympic Torch approaches Milan with the games kicking off in February.



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HUMAN CONNECTIONS AT SCALE

What else are they reading?

Celebrity Style i107

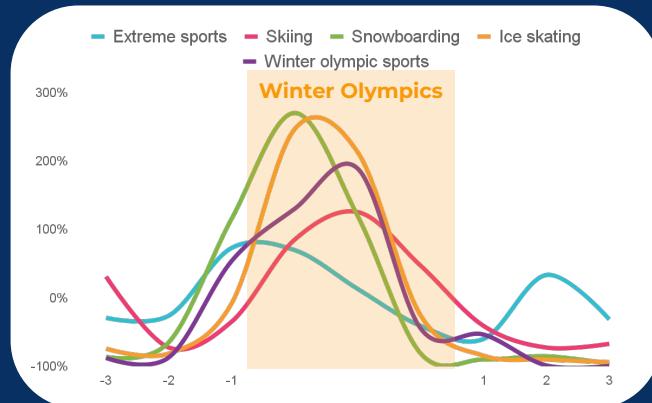
Concerts i117

World Cuisine i114

Travel Accessories i117

Herbs & Supplements i175

LIVING AUDIENCE INTELLIGENCE



For **Extreme Sports** audiences, the apres-ski lifestyle is a major touchpoint for engagement, with **Celebrity Style** inspiring seasonal **Travel Accessory** interest. The wider adoption of alpine living manifests in **World Cuisines**, where comforting raclette drives audience interest. Attention will also turn to healthier lifestyle living as **Herbs & Supplements** are adopted.

CONTEXT RESPONSIVE CREATIVE



EXPLORE IN OZONE AD MANAGER

Deploy video, display and rich media campaigns with Studiozone builds
Rich media (Skins; Interscrollers)
Online Display (High Impacts; IABs)
Video (Pre roll; Outstream; Video Wrap)