

SIMPLY PREMIUM PMPs

The high attention
digital alternative,
built for brands,
by publishers

News UK

The Telegraph

The
Guardian

Reach

Mail METRO MEDIA

CITYA.M.



INDEPENDENT

EveningStandard.



DOW JONES

IHUFFPOSTI

DC THOMSON
MEDIA

PinkNews



Bauer
Media
Group

BuzzFeed



ASIAN MEDIA GROUP

netmums



ourmedia

TimeOut

PLANETSPORT®

autovia

mumsnet

State of play

Ozone's unique cross publisher dataset is based on near universal reach of UK online adults

Thanks to this unrivalled scale, our view of our audience's content consumption provides rich and topical insights that can be easily activated against

Access first-party behavioral data representative of the UK's online population

Minimise wastage

Weighted towards brand safe, positive sentiment

Premium Web high quality first-party data and accuracy

Activate now to secure your brand's SOV during the festive period

From insights to campaign activation

A large red arrow pointing to the right, containing the text "TAKE ACTION" in white. The letter "O" in "ACTION" is replaced by a white target icon with concentric circles.

TAKE
ACTION

Make the most of our multi market festive period insights, formats and when best to activate

Deploy DCO with Ozone and tap into the most engaged high attention audiences

Upweight around content for those looking for deals, gifting and festive feasting inspiration

Plan to reach in market audiences with relevant messages as they consider purchases

Branch out into associated trending categories

We Are DSP Agnostic



Platform agnostic PMP opportunities

In tune with the nation's interests, topics and trends

Premium inventory

- Fraud and MFA free inventory supply
- Transparent premium, publisher domain list
- High attention only placements vs limitations on the OMP
- Access to highly relevant publisher first-party data audiences and context
- Display & Video formats
- 200+ premium domains
- Real time data trends

Sustainable PMP deal products

- Premium Deals direct to DSP options
- Reduced latency, thus reduced carbon emissions
- Access in-demand content and audiences
- Addressable audiences irrespective of browser - Ozone Identify
- Cookieless capabilities
- Universal freq capping cross-publisher for greater efficiencies, reduced wastage and minimal over exposure

Market-leading support

- Optimisations
- Dedicated client services team
- Brand safe delivery
- Real world insights
- *StudioZone creative builds
- Benchmark beating performance
- Troubleshooting support
- Multi market delivery across O&O and local language partners

Average KPIs and benchmarks across formats

Industry benchmarks and average performance across PMPs

Outstream Video			
Video Length	VTR Benchmark	VIE Benchmark	CTR Average
(up to) 6s	45%	70%	0.10%
(up to) 10s	30%		
(up to) 15s	25%		
(up to) 20s	16%		
(up to) 30s	8-10%		

£19.55

Pre-roll Video		
VTR Benchmark	VIE Benchmark	CTR Benchmark
50-80%	70%	0.80%

£21.25

Standard IABs	
VIE Benchmark	CTR Benchmark
70%	0.05%

£5.75

High Impacts/Rising Stars	
VIE Benchmark	CTR Benchmark
65%	0.07%

£12.00

Interscroller (Mobile)	
VIE Benchmark	CTR Benchmark
60%	0.25%

£12.60

SKINS COMING SOON

In-Banner Video	
VIE Benchmark	CTR Benchmark
70%	0.07%

£12.45



Black Friday & Cyber Monday

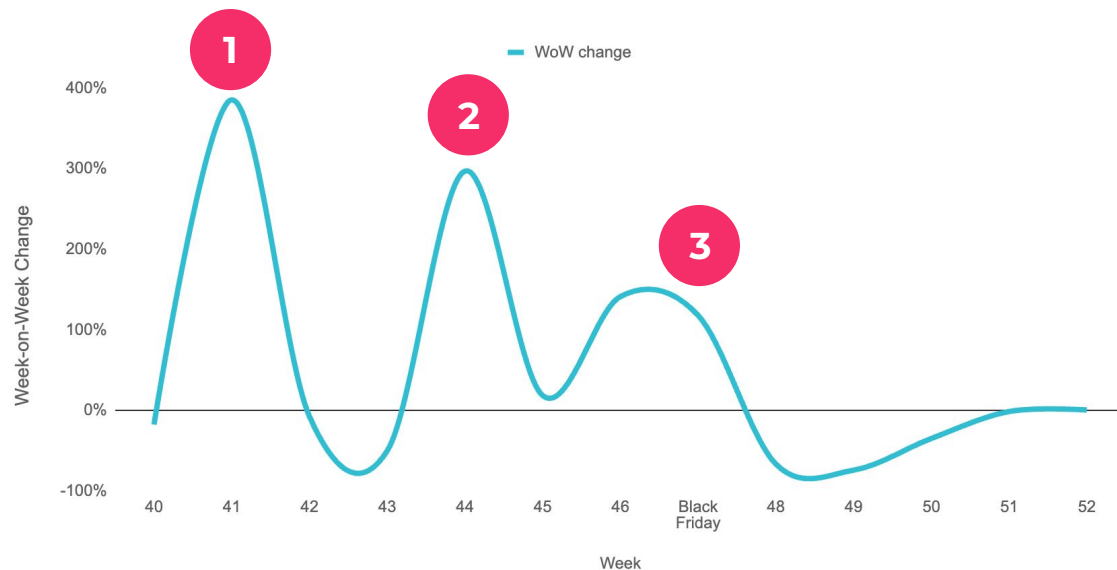
Simply Premium Q4 PMP packages



Black Friday fuels shopping

In the immediate lead up to the week of Black Friday, there are three key trigger moments driving increases in reader engagement with **Sales & Promotions** content. The first of these begins as early as the second week of October.

While Black Friday is the key day for consumers to remember, nowadays brands go live with their promotions in October to maximise the opportunity for increased sales.



As promotions are announced, readers turn to publisher content about the best offers in market driving page views to +5x WoW.

The second and third spikes in online reading are also significant, with interest increasing by 4x and 2.5x respectively.

All of these key moments create audiences of more than 14m savvy shopping Deal Hunters across the Black Friday period.

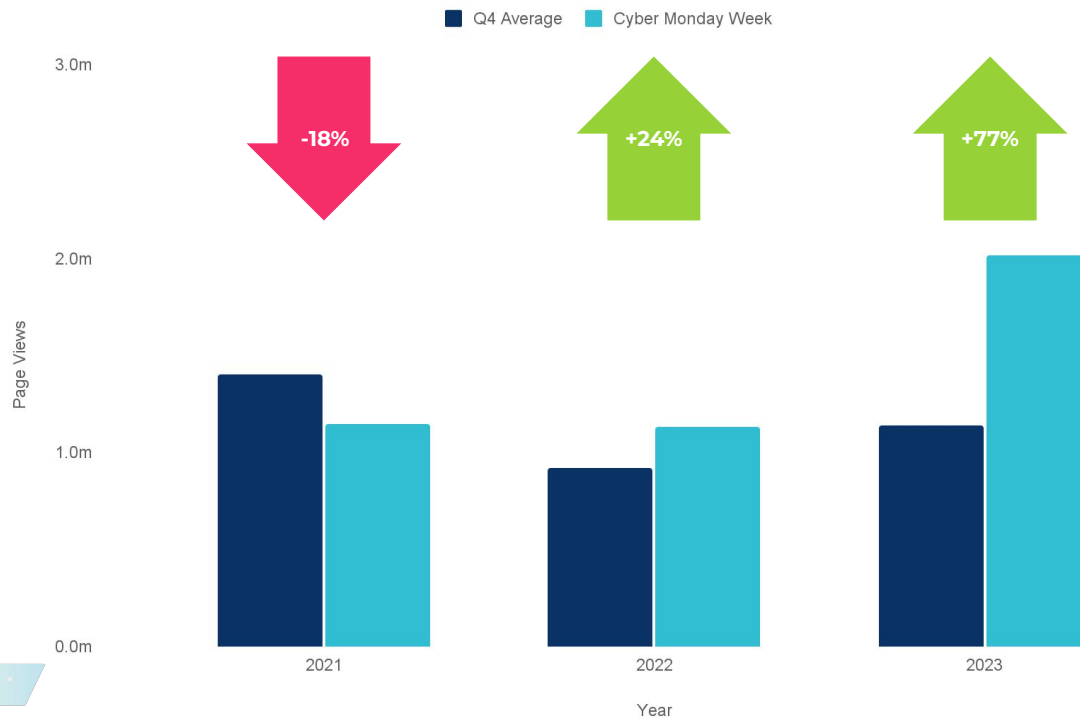


Cyber Monday powers sales engagement growth

Reader engagement with **Sales & Promotions** content continues in the aftermath of Black Friday.

While reader engagement with the content has fluctuated due to economic factors, interest in Cyber Monday – relative to the Q4 weekly average – has grown annually, up 36%pts and 53%pts from 2021–2022 and 2022–2023 respectively.

Reader engagement with Sales & Promotions content



TAKE ACTION

Cyber Monday is a key sales opportunity in growth, so for greater cut through compared the highly competitive Black Friday, consider continuing to target deal hunters into December.



Targeting deal hunters this Black Friday & Cyber Monday

Reach your audience through Ozone's unique first party data

Objective:

Driving maximum reach and awareness amongst those people interested in all the best deals.

Ozone first party behavioural and contextual segments

Black Friday

Own the relevant editorial and targeting users engaging with discounts, sales & promotions and seasonal shopping content

13.8m Unique Users/month

AND

Objective:

Building mid-funnel metrics amongst those people interested in particular categories this Black Friday.

Technology

Consumer Electronics

Grocers & FMCG

Food & Drink

Fashion

Style & Fashion

Home Appliances

Home Appliances

Toys

Children's Games & Toys

Travel

Travel Destinations

Seasonal style, beauty and luxury gifting

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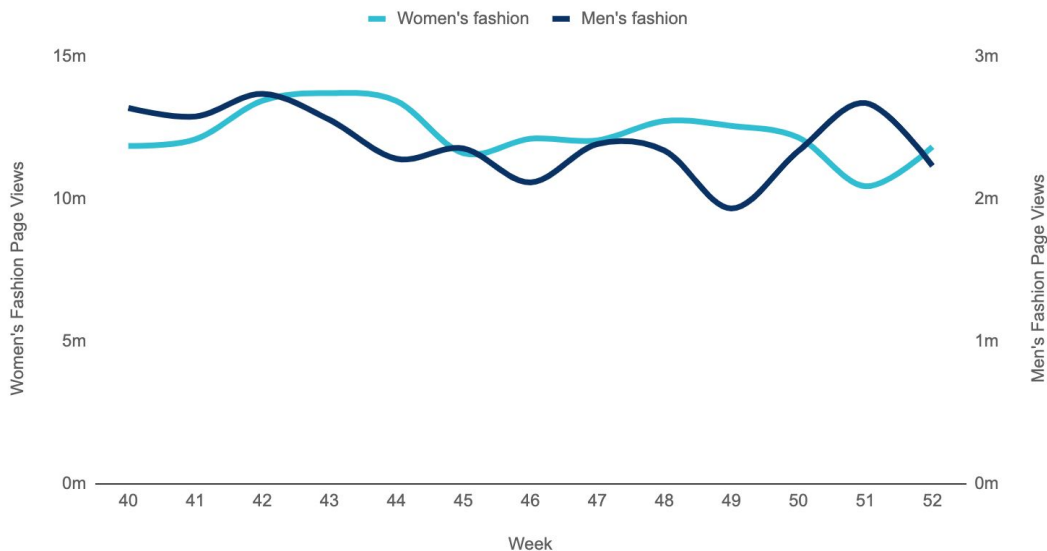
Seasonal Style & Fashion

Typically, **Fashion** engagement takes place in the first week of each month, as readers seek post-payday inspiration. Q4's first major peak is in November, and the second in December.

Women's Fashion follows a similar payday pattern. The last week of October and first week of November (+11% of the quarterly average), while the first week of December up +3%.

Apart from a last-minute surge in interest prior to Christmas, the majority of **Men's Fashion** interest occurs in October, where page views are as much as +14% above the quarterly average.

Reader engagement with Style & Fashion content in Q4



TAKE ACTION

Whereas many other categories will increase in engagement the closer we move to Christmas, the **Style & Fashion** category instead is heavily influenced by payday, so consider phasing Q4 delivery to the first week of each month.

TAKE ACTION

Menswear and womenswear audiences behave entirely differently in Q4, so for brands targeting both groups consider splitting activation to allow for separate campaign phasing in order to drive maximum effectiveness.



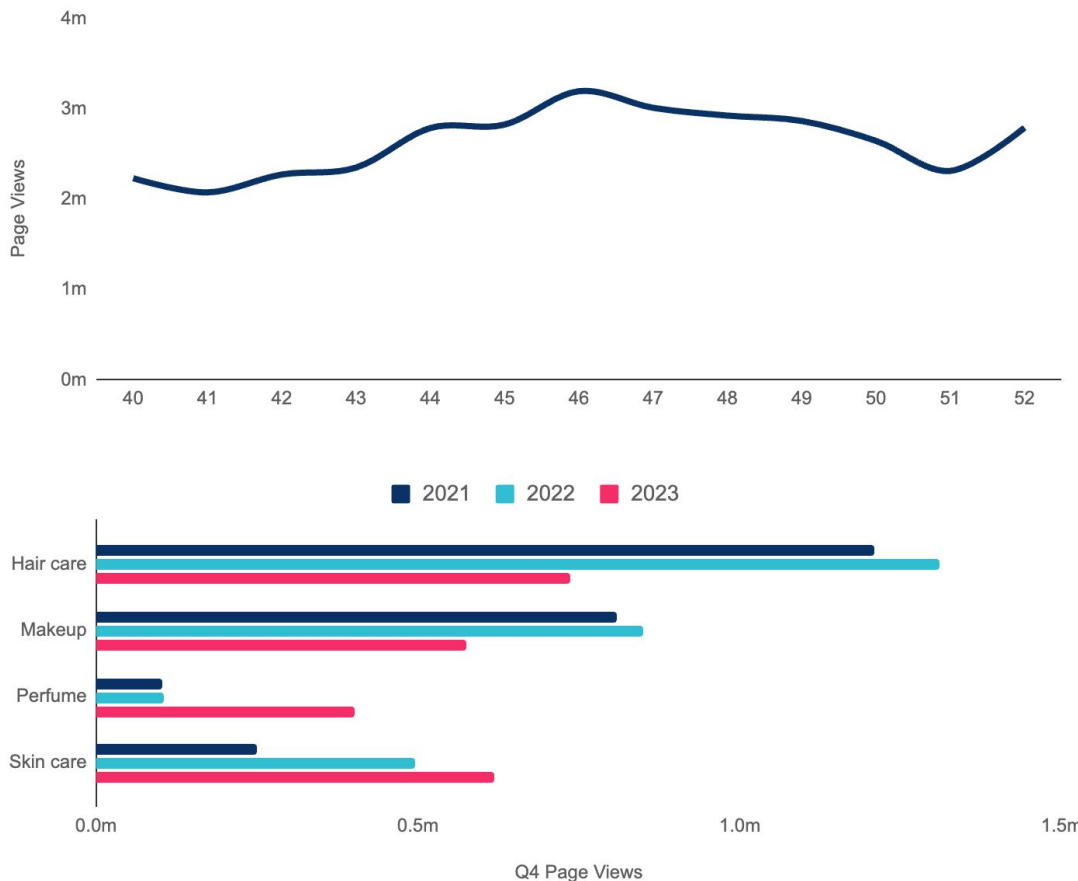
Beauty & self-care gifting

Almost 40% of Q4's **Beauty** engagement occurs in November. The key trigger moment is the week before Black Friday with 3.2m weekly page views, on average, in the past three years.

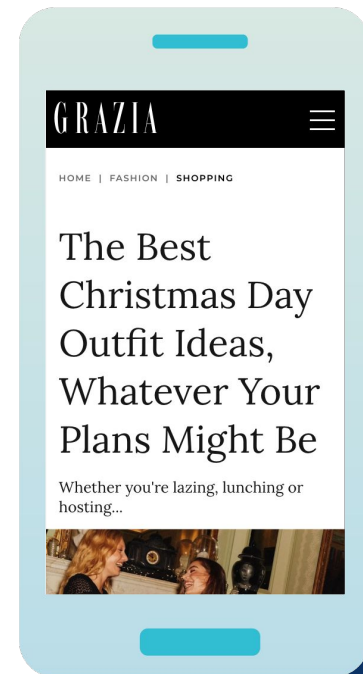
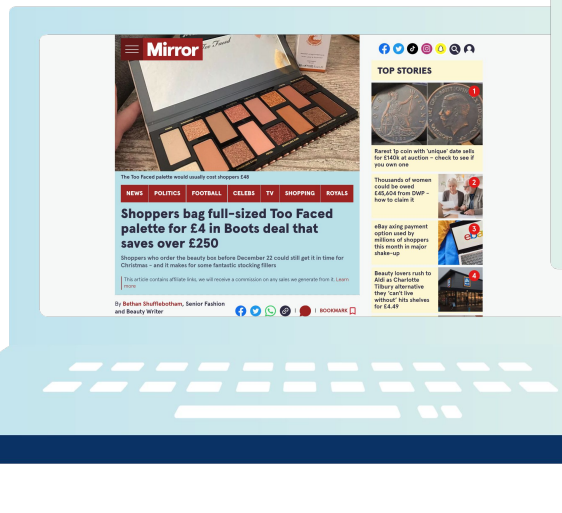
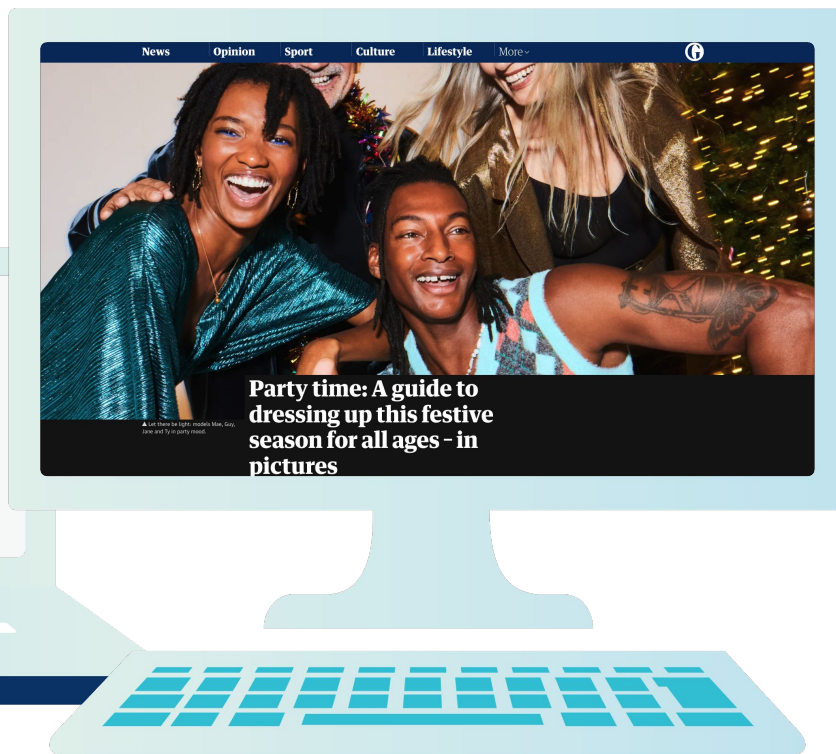
Haircare and **Makeup** are typically the biggest **Beauty** topics. In 2023, **Perfume** and **Skincare** page views grew 3.8x and +25% respectively.



Reader engagement with Beauty content and topics



Aligning with the highly relevant, premium editorial at platform scale



Reaching fashion and beauty audiences in the lead up to Christmas

Activating Ozone's unique first party audiences

Style & Fashion

Ozone first party segment

Target the highly relevant editorial and audiences reading fashion and beauty

27M unique users/month

Womenswear

Ozone first party segment

Align with relevant womenswear editorial and its most engaged readers

18M unique users/month

Menswear

Ozone first party segment

Align with relevant menswear editorial and its most engaged readers

11M unique users/month

S(elf) Care

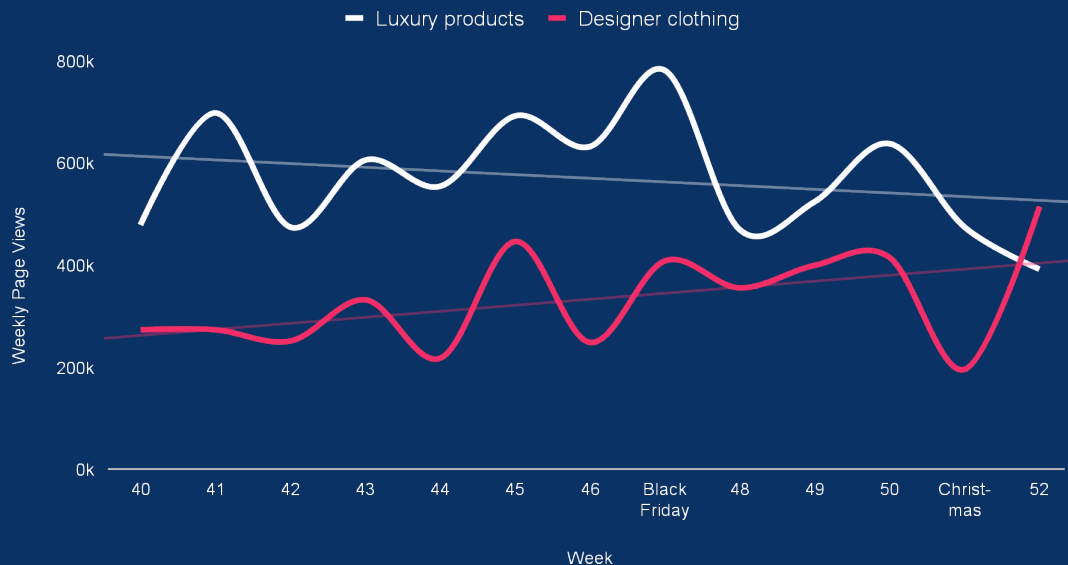
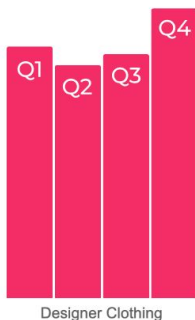
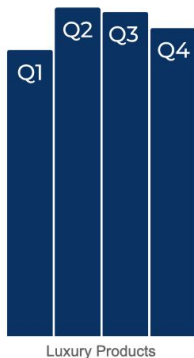
Ozone first party segment

Target editorial and audiences of the latest beauty and personal care recommendations

8.5M unique users/month

Festive luxury gifting

Interest in **Luxury Products** goes through less fluctuation throughout the year compared to **Designer Goods**, which sees much clearer seasonal peaks and troughs.



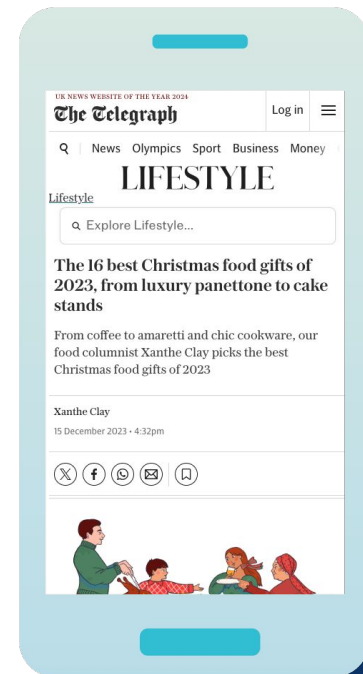
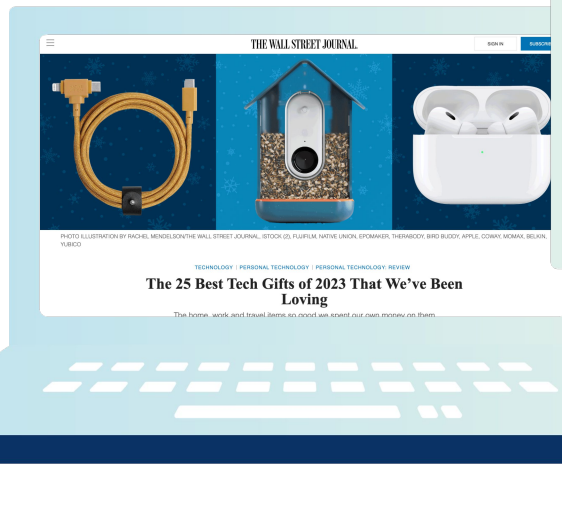
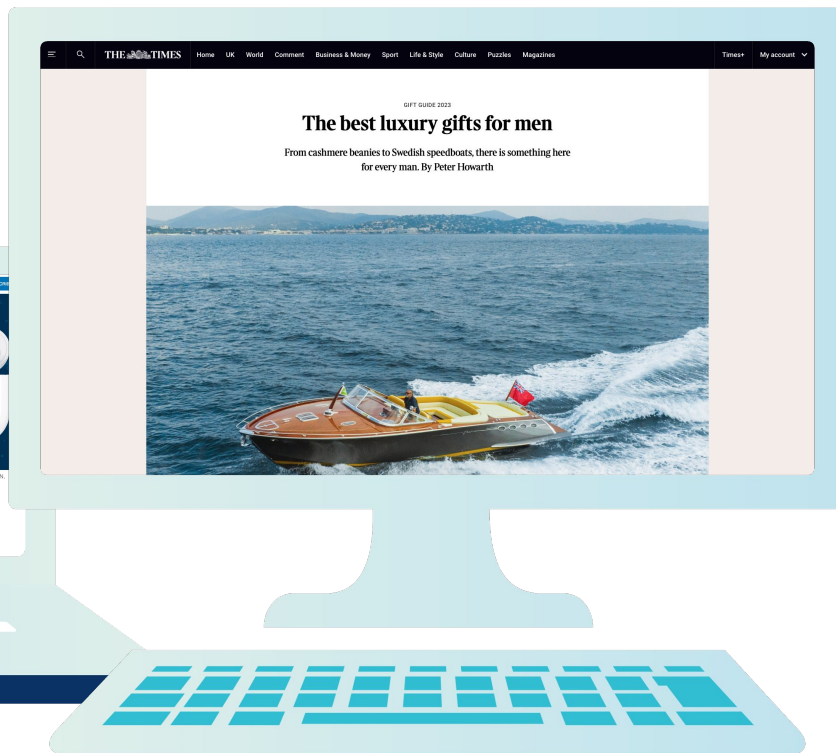
+64%
Designer Goods page views from Black Friday

While both **Luxury Products** and **Designer Clothing** spike during the week prior to Christmas, the former is much less impacted by key sales periods. In the lead up to and during Black Friday, **Luxury Products** see a +23% increase in reader engagement, while **Designer Goods** increases by as much as +64%.

TAKE ACTION

All of this data supports the rise of the quiet luxury trend, where a more affluent audience is less influenced by sales periods and celebrity culture. This Luxury audience can be reached with equal impact all year round, providing a great opportunity to reach affluent consumers outside of cluttered seasonal moments.

Aligning with the highly relevant, premium editorial at platform scale



Targeting luxury audiences as through the gifting season

Activating Ozone's unique first party audiences

Luxury Lovers

Ozone first party segment

Reach our discerning luxury lovers across the slower growing trends across Ozone's publishers

4.0M unique users/month

Designer Devotees

Ozone first party segment

Target editorial and audiences looking to splurge on designer clothing in the run up to Christmas

1.4M unique users/month

Festive fun and things to do

Simply Premium Q4 PMP packages



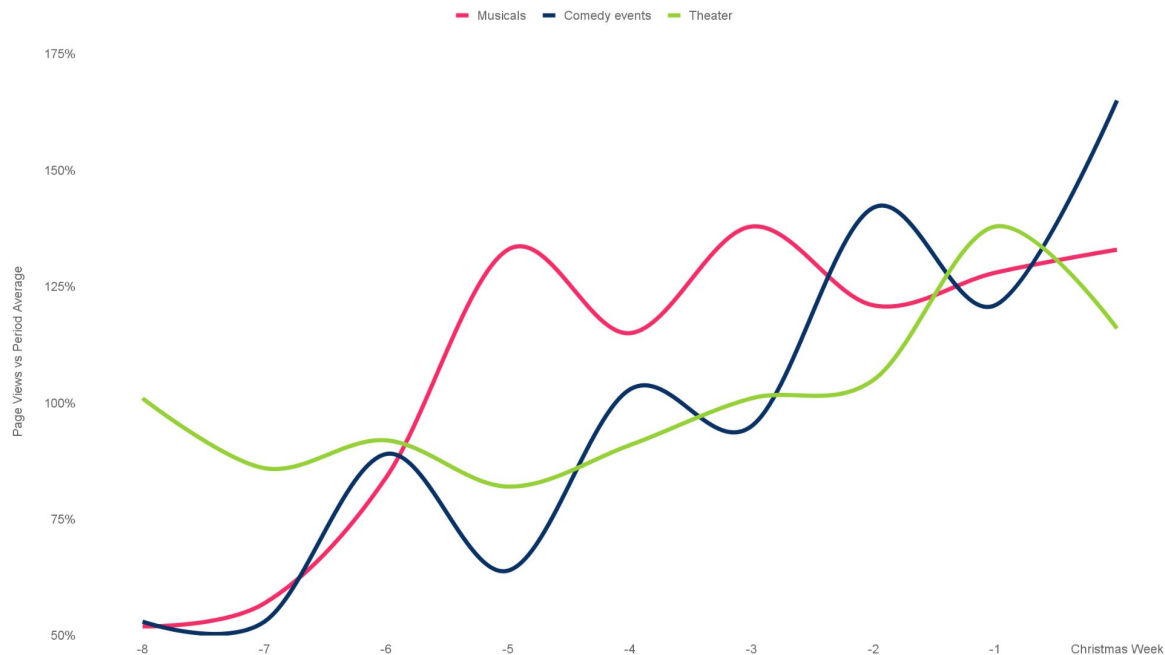
Festive fun & things to do

In Q4, Ozone's **Events & Attractions** category sees an average of 35m page views per week, peaking at 55m page views in the week before Christmas.

Interest in live entertainment, including **Musicals**, **Comedy** and **Theatre**, builds from up to eight weeks before Christmas.



READER ENGAGEMENT WITH EVENTS CATEGORIES



TAKE ACTION

To best reach potential buyers in their booking cycle, begin brand activations at least three months in advance on categories including **Events & Attractions** and **Arts & Culture**. Tactical activations with promotional messaging are more suited to shorter activations.

Seasonal show-goers

Survey into ticket buying habits

20%

of events readers are enthusiasts

One in five of Ozone's **Events & Attractions** audience consider themselves to be live event enthusiasts. However, their first contact with an event is likely to come from outside of the events category.

63%

Attend event with close relations

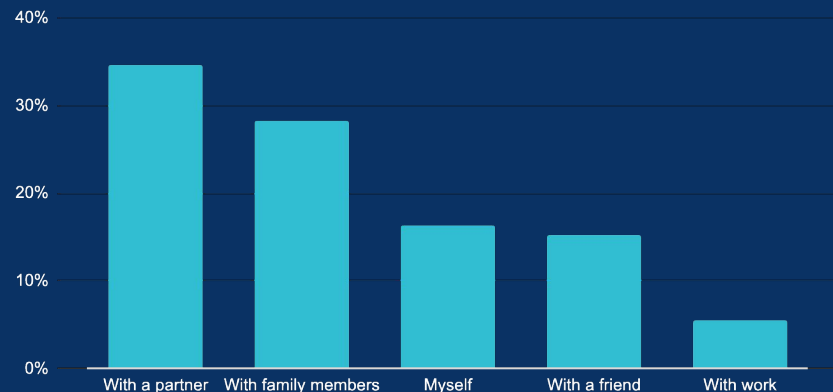
Those surveyed said their primary motivation for buying tickets is to celebrate special occasions and seasonal events, like Christmas. As such, the majority (63%) opt to attend events with their partners or family members.

70%

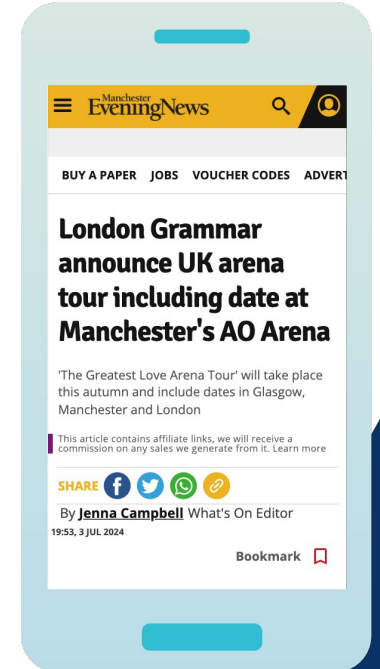
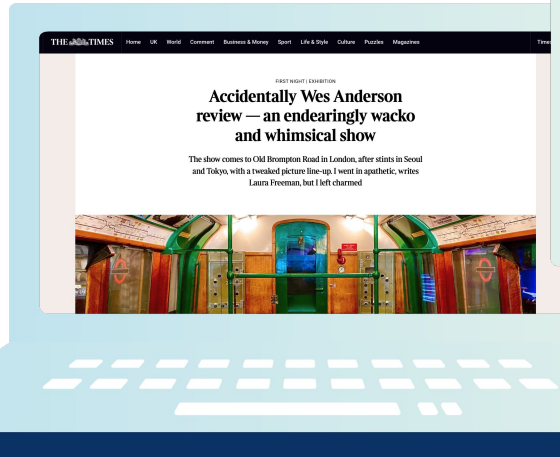
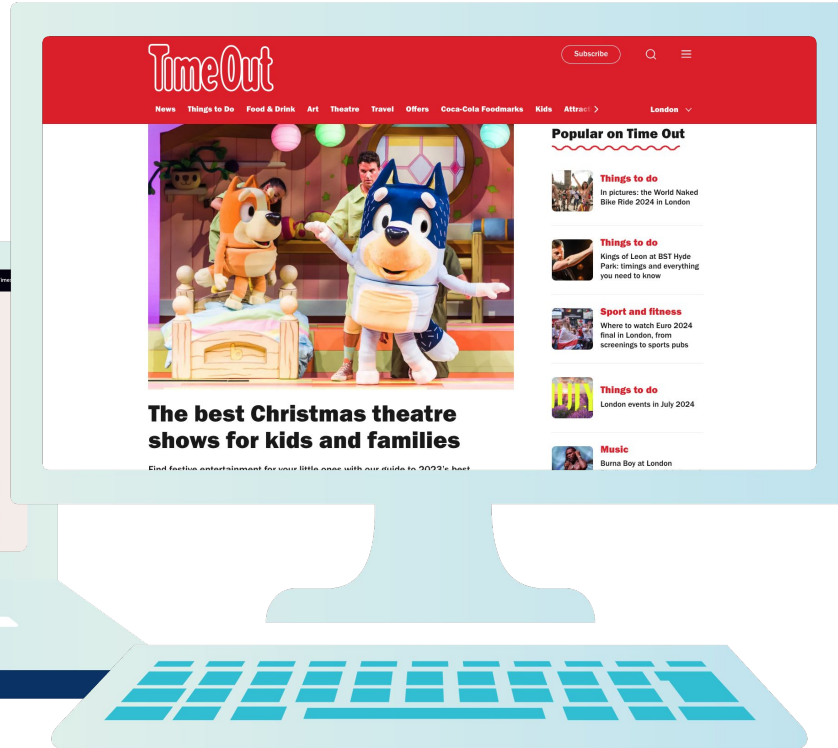
Book over a months in advance

70% of them book over a month in advance, with 40% booking over three-months in advanced. But, they can be tempted into more spontaneous purchases when factors, like ticket availability, price and location convenience are favourable.

● A week or less in advance
 ● A month or less in advance
● Three months or less in advance
 ● More than three months in advance



Aligning with the highly relevant, premium editorial at platform scale



Target the 30M people looking to experience live entertainment each month

Activating Ozone's unique first party audiences

Culture Cravers

Ozone first party segment

Target audiences looking for cultural experiences, including museums, galleries and theatre

27M unique users/month

Music Fans

Ozone first party segment

Target the highly relevant editorial coverage and fans of the live music scene

18M unique users/month

Live Entertainment Lovers

Ozone first party segment

Target readers planning a day trip, be it to a musical, theatre show, sports competition or, comedy event

11M unique users/month

Night Owls

Ozone first party segment

Target those planning a big night out, including bar and restaurant recommendations and nightclubs

8.5M unique users/month

Festive feasting and a diversity of drinks

Simply Premium Q4 PMP packages



Festive feasting

From frozen and fresh to fab foodie trends, our content inspire Cooking

+23%
Cooking PVs
growth in
November

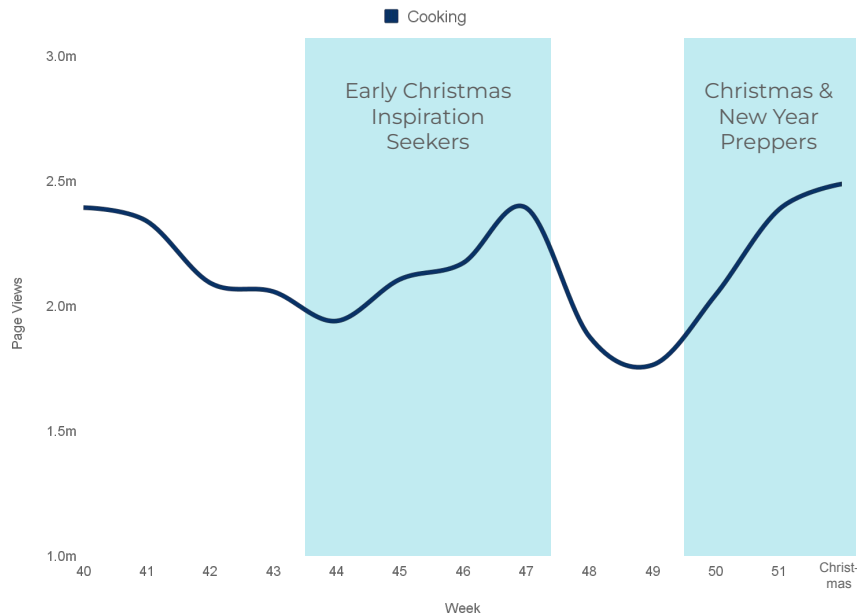
Through November, we see +23% growth in Cooking as early christmas inspiration seekers begin to prepare for the festive season.

+41%
Cooking page
views in the run
up to Christmas

Throughout December we see even more dramatic growth – with a 41% increase in Cooking page views – as more inspirational content and recipes are published.

**TAKE
ACTION**

Across our premium publisher platform we see 28m **Cooking** page views in Q4 – or over 2m per week – driven by feasting moments Christmas and New Year’s Day.



A diversity of drinks choices

Imbibers and abstainers are benefiting from drinks industry innovations

+31%

Non Alcoholic Beverages growth YoY

From 2022 to 2023, reader engagement with Non-Alcoholic Beverage content grew by almost a third, in-line with the no and low drinks trends.

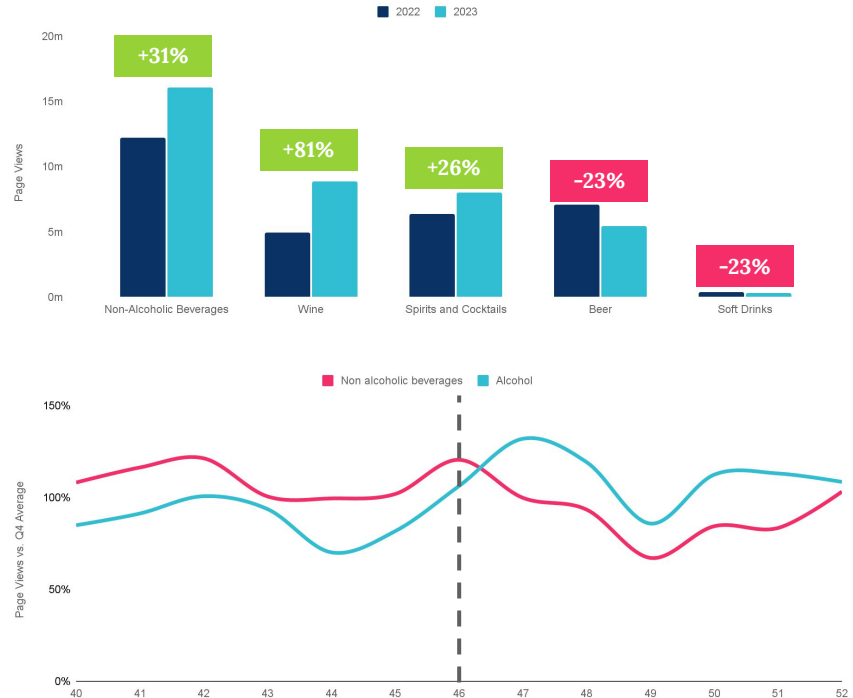
+12%

Greater weekly readership than the Q4 average

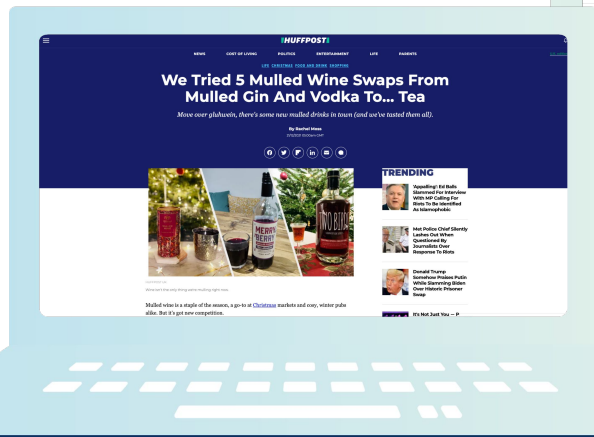
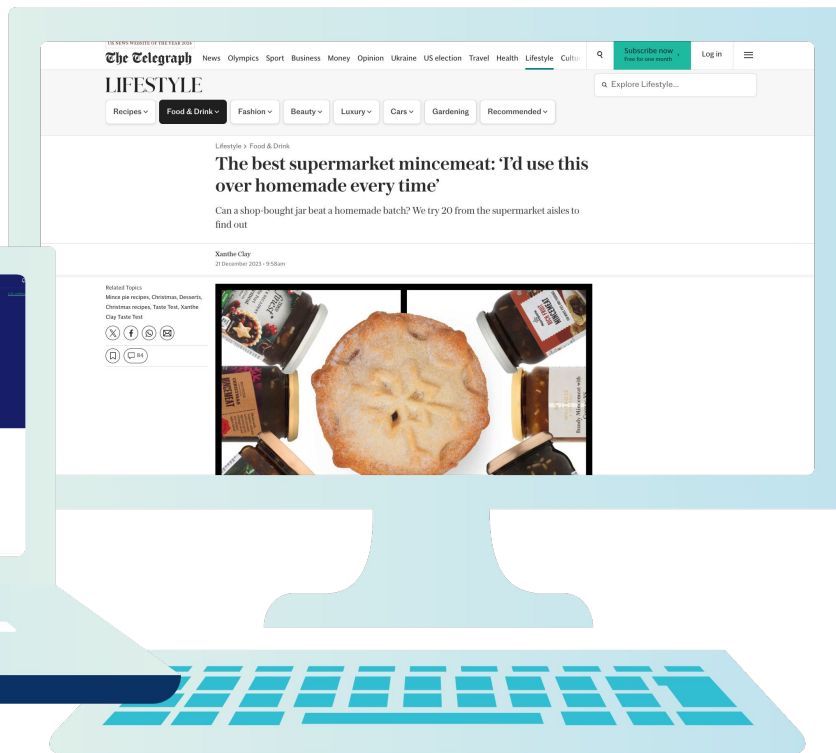
Average weekly engagement grows by +12% compared to the quarterly average for Non-Alcoholic Beverages during Macmillan's Go Sober in October fundraising initiative.

TAKE ACTION

Plan for non-alcoholic activations at the beginning of the quarter to capitalise on Sober October engagement. Focus shifts to wines and spirits as we approach the Christmas festivities.



Aligning with the highly relevant, premium editorial at platform scale



Reaching foodies and party organisers this festive season

Activating Ozone's unique first party audiences

Festive Feasting

Ozone first party segment

Target editorial and audiences looking for recipe inspiration and supermarket best buys this Christmas

7.9M unique users/month

Advent Alcohol

Ozone first party segment

Reach readers in search of alcohol gifting ideas and recipes, as well as the highly relevant editorial itself

8.1M unique users/month

Sober Saints

Ozone first party segment

Reach readers in search of non-alcoholic gifting ideas and recipes, as well as the highly relevant editorial itself

7.8M unique users/month



Reach out to a member of our sales team now for your Festive Period PMP Package Deal IDs or more information reach out to your sales rep or email us at **hello@ozoneproject.com**

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