

THE FOOTBALL FREE



The Football Free

Majority reach beyond the World Cup

Beyond the World Cup, **six in 10** Ozone users do not engage with sports. That's not an audience gap – it's an opportunity for brands to connect with summer audiences outside Sport.

While the **Football Free** is larger by reach, the **Football Faithful** is more deeply engaged – and both are addressable on the Ozone's platform.

By Unique Users



By Page Views



Football Free
60% of reach

VS

Football Faithful
77% of page views



35+ categories grow while the Football plays

Non-sport categories showing consistent, correlated growth during major tournaments

Festivals & Style

Festival **+100%**
Camping **+67%**
Fashion Trends **+39%**
Gay Life **+28%**



Summer Health

Tweakments **+69%**
Healthy Cooking **+66%**
Nutrition **+59%**
Skin Care **+36%**



Family Getaways

Children's Clothes **+100%**
Travel with Kids **+74%**
Travel Preparation **+56%**
Seaside Resorts **+21%**



THE FOOTBALL FAITHFUL





Reach
18m
Football
fans

**WE KNOW
THE FOOTBALL
CATEGORY**



**MONTHLY REACH OF
NEARLY 90% OF UK
FOOTBALL FANS**

Go beyond the footy with halo categories

Categories showing consistent, correlated growth during major tournaments

Going out

Sporting Events **+85%**
Outdoor Activities **+65%**
Weather **+55%**



Staying in

Sports TV **+40%**
Grocery Shopping **+35%**
Parenting **+20%**



Tech Upgrades

TV Sets **+25%**
Home Ents Systems **+10%**
Consumer Tech **+10%**

