



Golden Entertainment

From Linear stalwarts and exclusive Streaming releases to Festive film favourites and panto season, Ozone's Entertainment category lights up in Q4

20M
unique
users

GET TO KNOW OUR SCREEN SPANNING UK TV AUDIENCE

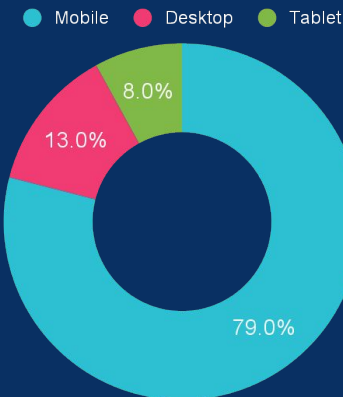
Audience overview

Ozone's **Telly Addicts** are among our most diverse entertainment audiences – spanning every age, every genre and every screen. From Strictly's opening night to Netflix's New Year binge, they're watching, debating and engaging with editorial content about what's on next – all season long.

Top Television keywords by volumes

- BBC 5.4M
- ITV 5.1M
- Netflix 3.3M
- EastEnders 2.6M
- Strictly 2.4M
- Emmerdale 2M
- Downton Abbey 217K
- Peaky Blinders 144K

Device usage



Categories more likely to be engaged with

Pop Culture
i141

Arts & Culture
i133

Style & Fashion
i129

Healthy Living
i121

Events & Attractions
i119

Q4 is prime time to reach Screen Spanning TV audiences

Four reasons why Ozone goes beyond the box to captivate this Q4 audience

50M+

TELEVISION

page views in peak
Q4 weeks ~20%
vs. baseline

89%

REALITY TV

rise in November
when Strictly and I'm
a Celeb collide

+2x

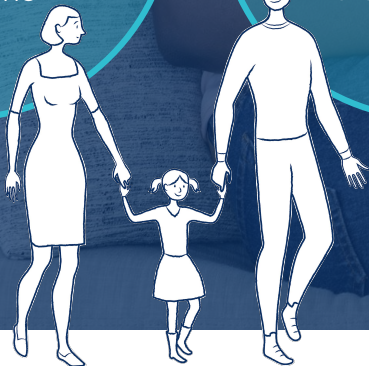
COMEDY & SCI-FI

lifts across Xmas
weeks in '24 & '25 as
Linear & Streamers
battle it out

20-40%

MORE LIKELY

to engage with
Celeb, Arts, Fashion &
Family categories



The new TV battleground

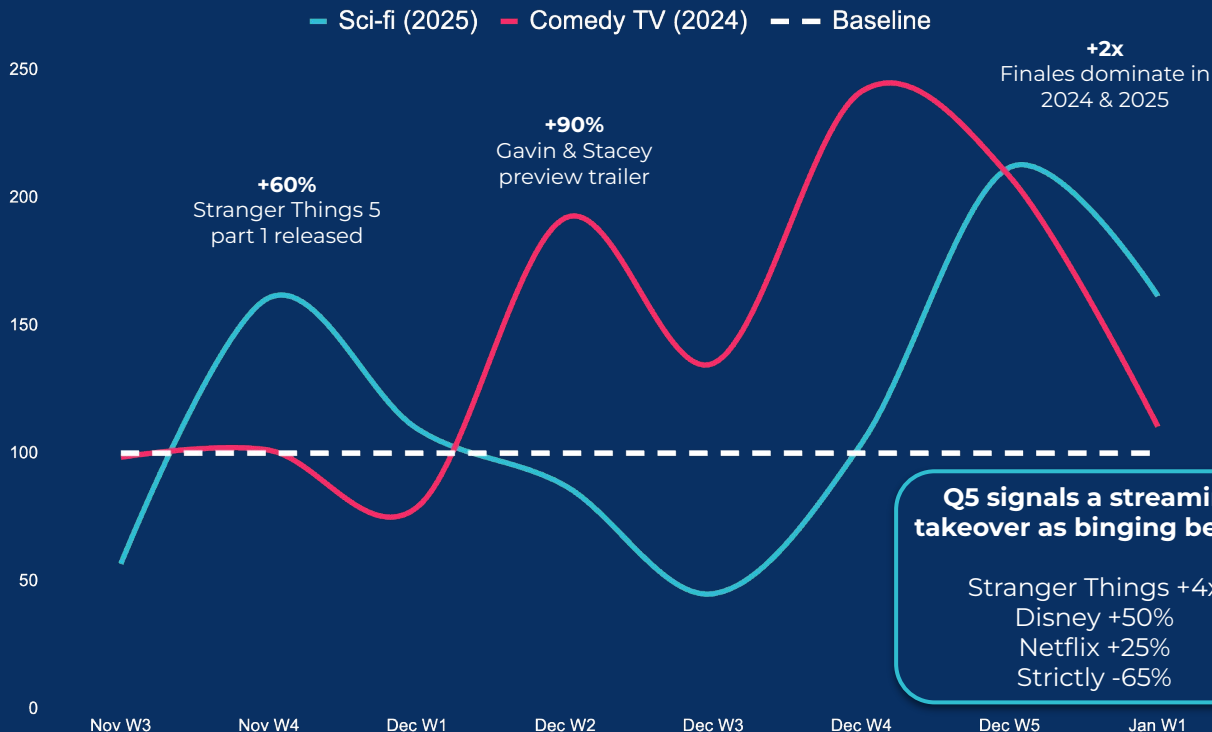
There's no denying that the battle for TV supremacy at Christmas is a hard fought fight between Linear TV's traditional Xmas specials and the ultra binge-worthy exclusives offered by Streaming giants.

In 2024, BBC One's Gavin & Stacey: The Finale doubled **Comedy TV** engagement at Christmas delivering more than 10m weekly page views.

Fast-forward a year and Stranger Things 5 repeated the feat, doubling **Sci-fi TV** engagement when Netflix released the finale after a Q4 release schedule that elongated attention.



Linear & Streaming vie for attention



Capture the off-air chat

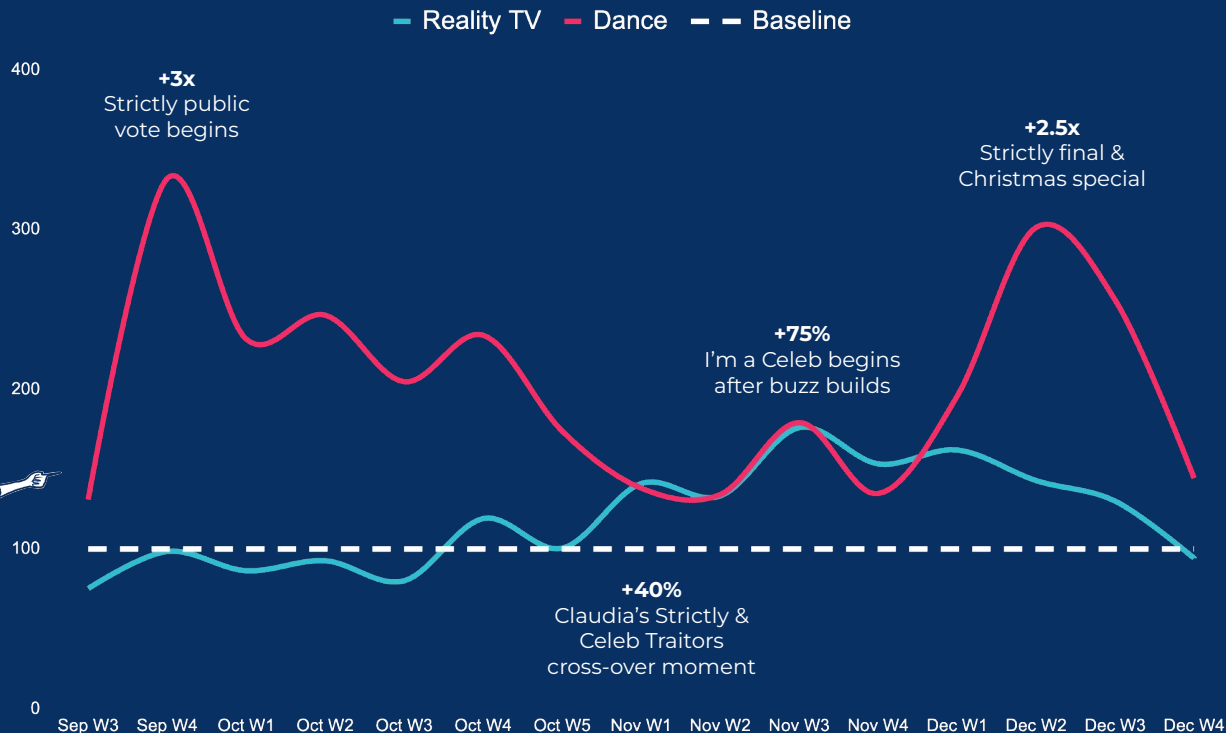
From the ballroom to the jungle, Q4 stalwarts *Strictly Come Dancing* and *I'm a Celebrity* are guaranteed to enthrall light entertainment TV viewers until Christmas.

Engagement for *Strictly* doesn't just peak at the final; it builds for over three months. In 2025, **Dance** hit an index of 221 in October, creating a massive window for contextual alignment. The 'Claudia/*Strictly*/*Celeb* Traitors cross-over' in 2025 provided a 40% boost.

The launch of *I'm a Celebrity* acts as a category-wide amplifier, triggering an immediate 32% single-week uplift in total **Reality TV** engagement across Ozone.



Strictly and I'm a Celeb are Q4 stalwarts



It's a festive, family affair

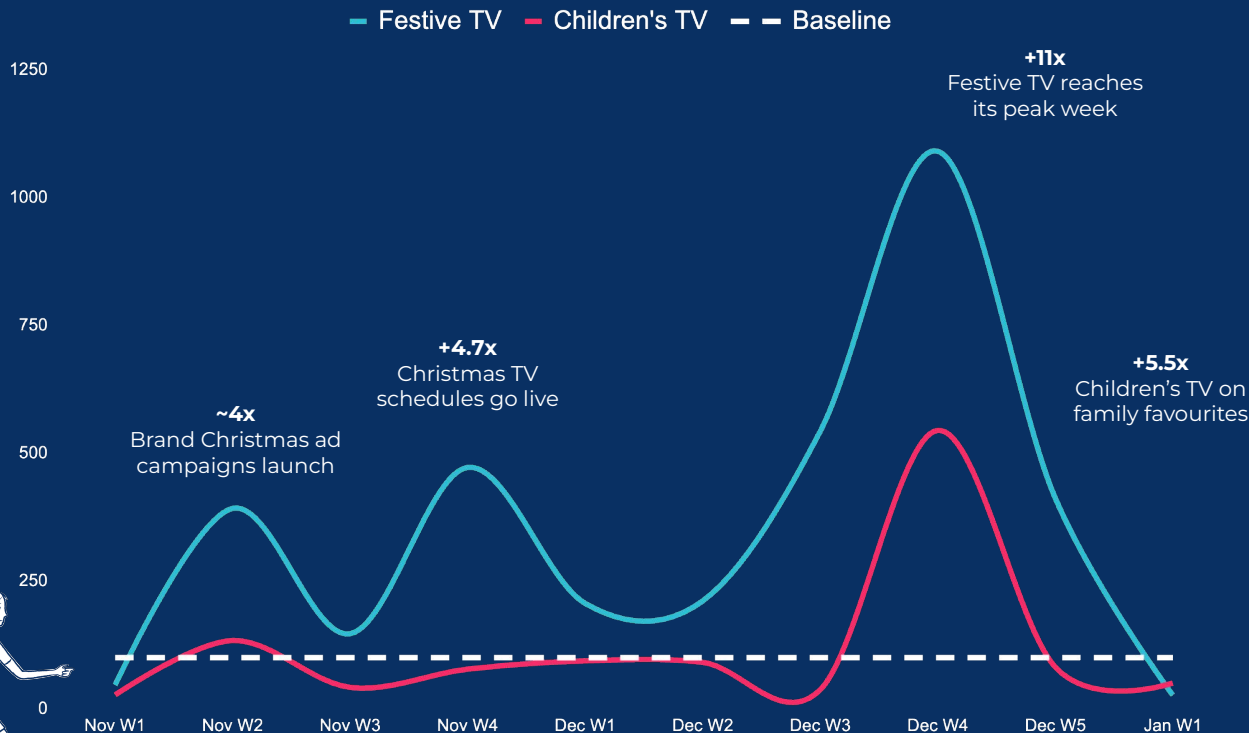
The lead up to **Festive TV** season begins to build with the buzz around brands launching their Christmas ad campaigns, typically in early November.

As the month ends and December begins, Christmas television schedules and guides are publicised, building further excitement for festive and new year viewing options.

Family favourites, such as the Julia Donaldson television adaptations, broadcast in Christmas week, elevate engagement with **Children's TV**, proving Festive TV is a family affair.

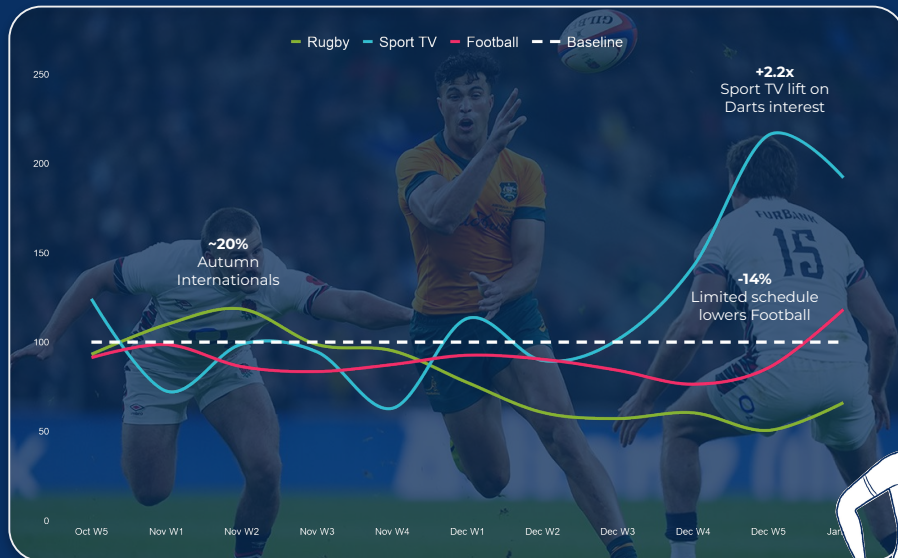


Festive TV buzz builds to Family faves



The oche ups the ante for Sport TV in Q4

From autumn Rugby to the final double of the World Darts, **Sport TV** dominates the Q4 and festive landscape, bridging seasonal entertainment and the raw emotion of live sport. While **Darts** will up-the-ante as the year ends, plan for a huge UK **Boxing** clash and more festive **Football** in 2026.



Silver screen seasonality

A collective desire for festive escapism drives significant Movies engagement.

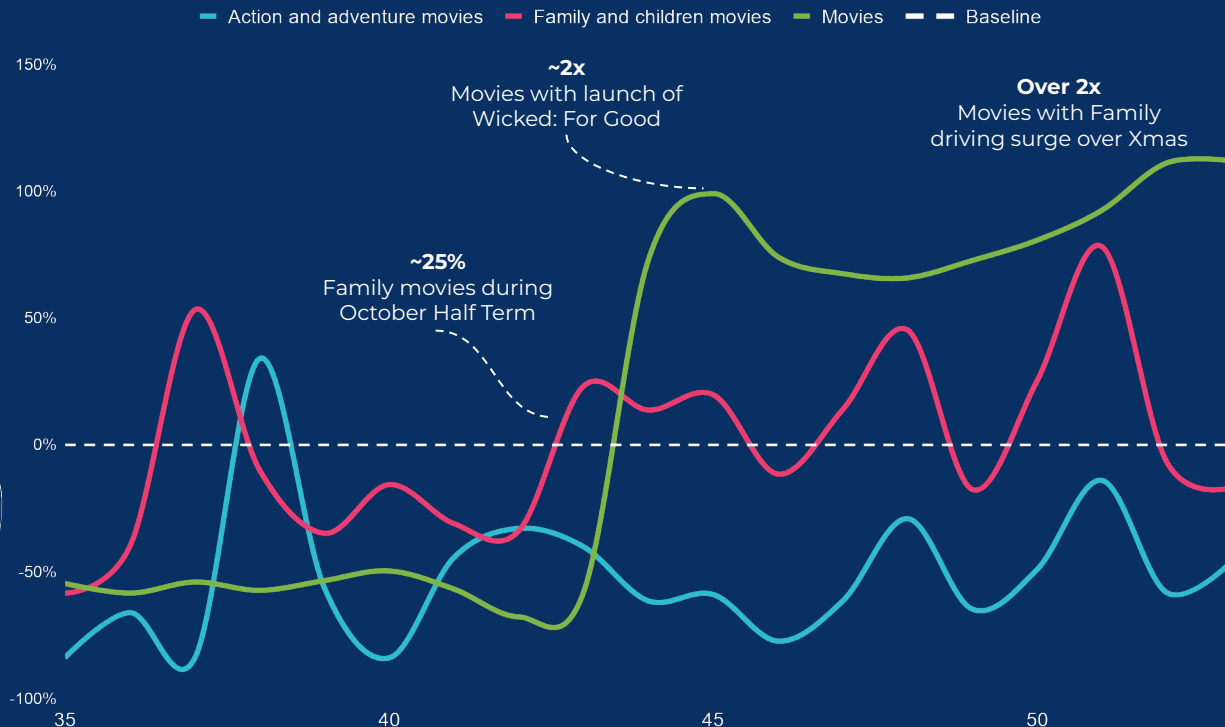
The school calendar drives Family movies with October Half Term and Crimbo hols drawing families to holiday classics and new releases.

Is Die Hard a Christmas movie? The Action category grows in December with classics and blockbusters on the big screen.

As we approach Christmas Week Movie engagement hits its annual peak represent critical window for streaming services and home entertainment brands to reach an active, ready-to-watch audience.



Escapism and festive family faves



The festive spotlight

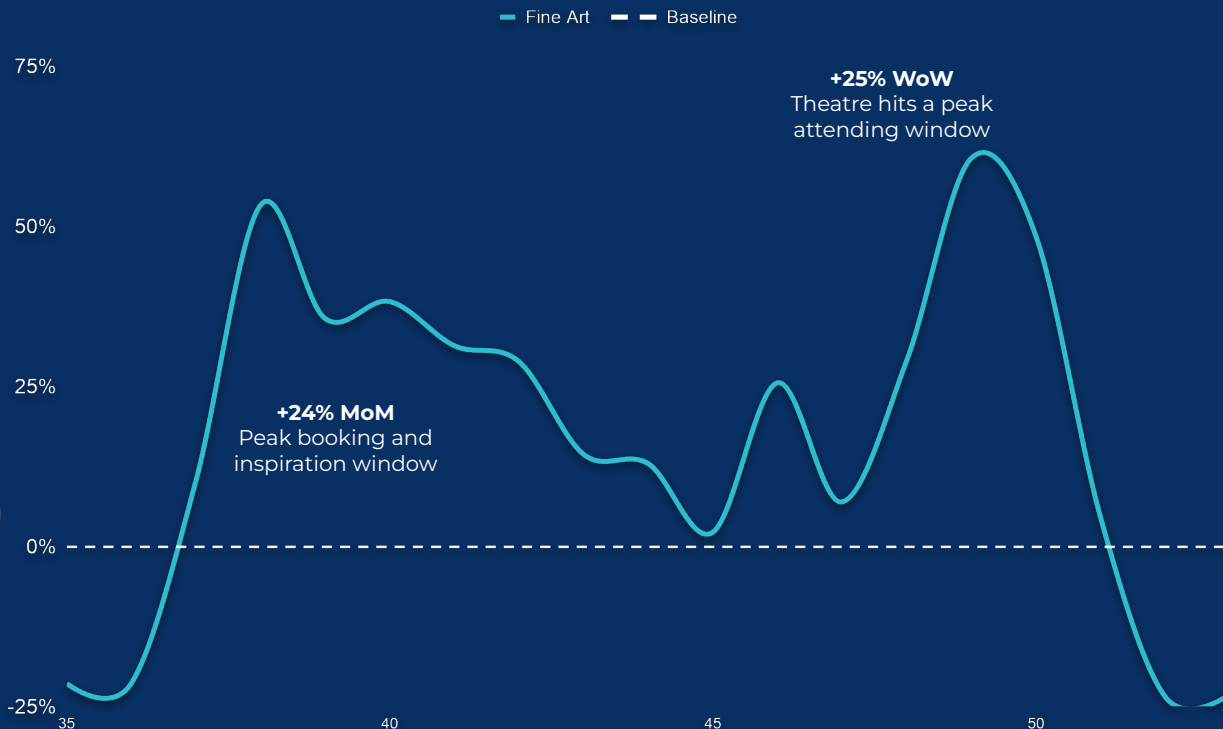
Pantomime sees the most dramatic growth, with engagement skyrocketing by up to 9x in December as families prepare for a seasonal tradition.

Ballet and The Nutcracker, a classic holiday pairing, drives Ballet interest by almost 3x, while specific searches for The Nutcracker see a massive late-season spike.

Capture the buzz early in the quarter with "Inspiration" messaging to secure the booking wave, then pivot to drive experiences and memories in early December.



From booking buzz to opening night



GTA VI Creates opportunity for games and home entertainment

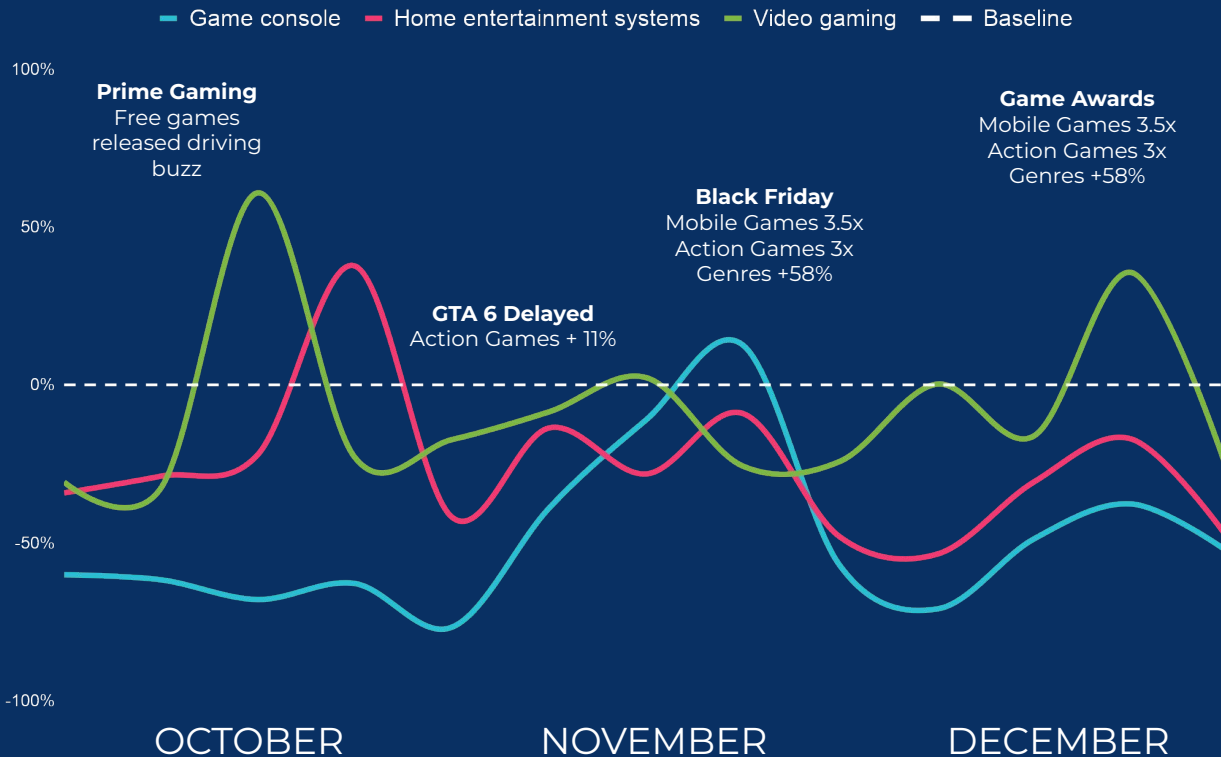
Q4 2025 began with a surge of anticipation that pivoted to disappointment when Rockstar Games announced a further delay for GTA VI. What was expected to be a flurry of reviews and cultural chatter fell quiet.

Across the Ozone platform, the appetite didn't disappear. In November, **Video Gaming** remained a powerhouse category as the focus moved to Black Friday value and The Game Awards in December.

Looking ahead, 2026 is set to be a landmark year. With GTA VI officially launching on November 19 – exactly one week before Black Friday – we expect engagement to reach fever pitch when the year's biggest release will drive a massive surge in home entertainment upgrades during the peak retail window.



Video Gaming key engagement in Q4



Expand audience reach beyond the screen

The Cinephile

32M
users

Action & Adventure movies,
Family movies, Animation
movies, Award Shows,
Pop Culture

Sofa Viewers

37M
users

Sports TV, Sci-Fi, Comedy TV,
Reality TV, Festive TV, Children's
TV, Home Entertainment
Systems, Sports, Sporting Events

Spotlight Moment

29M
users

Fine Art, Theatre, Dance,
Musicals, Events & Attractions,
Cinema, Theater venues



Own Entertainment golden moment

Beyond the box, capture the nation's
Screen Spanning TV audience with Ozone

- In a fragmented landscape, Ozone connects brands to the UK's most captivated **off-the-air and online** TV and Sport audience.
- **Reach 20m** users, averaging 44m weekly page views, from the first sequins in September to the final dart in January.
- Activate against ad-free cultural moments like Strictly and The Celebrity Traitors through **high-intent contextual alignment**.
- Leverage predictable spikes – like the 11x **Children's TV** surge or the 8x **Darts** rise – for guaranteed seasonal impact.
- Don't go dark after Christmas; follow the '**binge pivot**' as audiences transition to January's must-watch dramas.