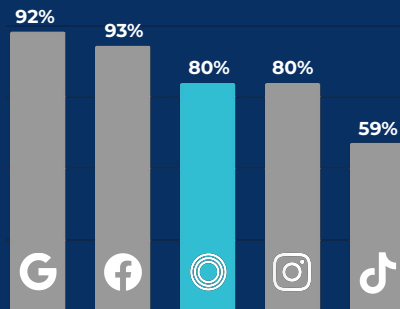


Christmas Television

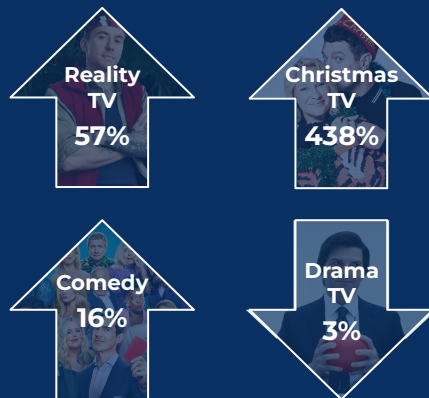


CONNECTING YOU WITH 77% OF TV VIEWERS THROUGH THE WINTER PERIOD

Site Comparison (Reach %)



Genre engagement QoQ



Highest Indexing Behaviours

Cinemas & Events
i126

Games & Toys
i121

Gaming
i126

Parenting
i122

Audience Targeting

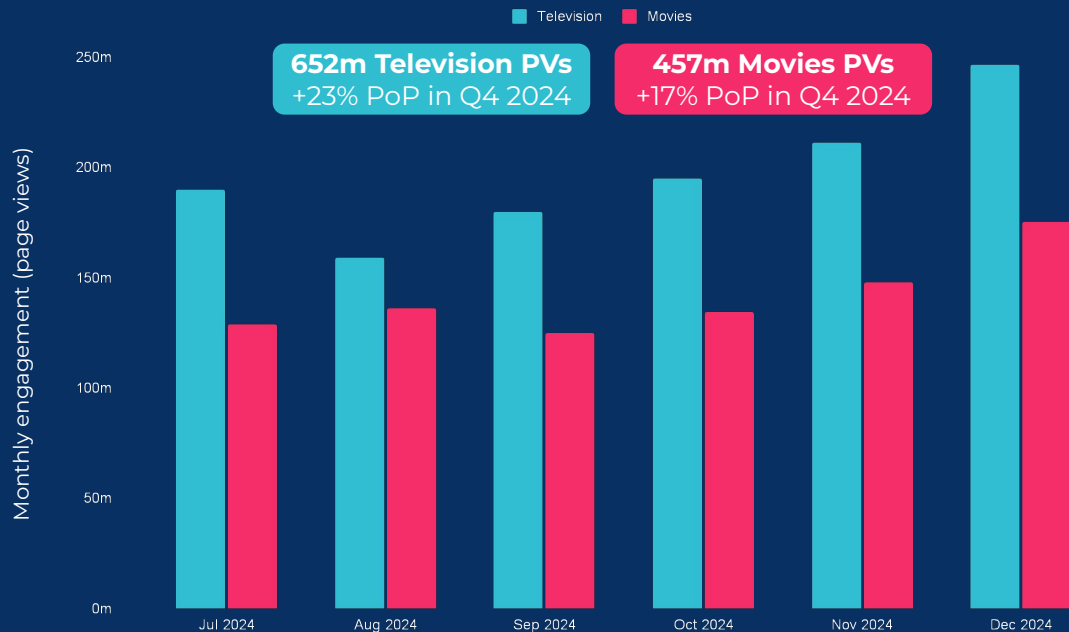
Reality TV
14.9M

Christmas TV
6.9M

Comedy
12.3M

Drama TV
11.7M

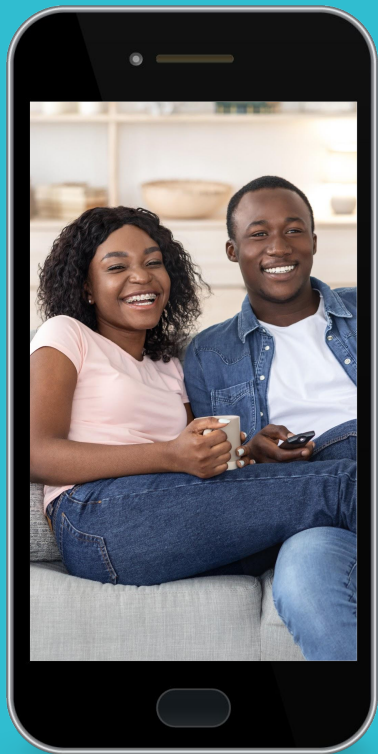
Festive TV and film favorites signal a surge in seasonal engagement



Television and Movies

The onset of the colder, darker autumn and winter months keeps Brits indoors. The tradition for linear television channels to release centerpiece programming during this period is now increasingly mirrored by the streaming giants.

In 2025, event content, including Bake Off, Strictly Come Dancing, and I'm a Celeb, and festive favorites like last year's all-conquering Gavin & Stacey finale, will be joined by Stranger Things' fifth and final season, which Netflix will release in parts across the golden quarter.



Ozone achieves stellar five-star results for Television client

Ozone and a leading Television network collaborated in the pursuit of driving reputation and acclaim for two of the TV client's drama series, with a primary focus on boosting Attention and CTR



23%

overall Brand
Uplift score



+92%

higher CTR for
Skins format



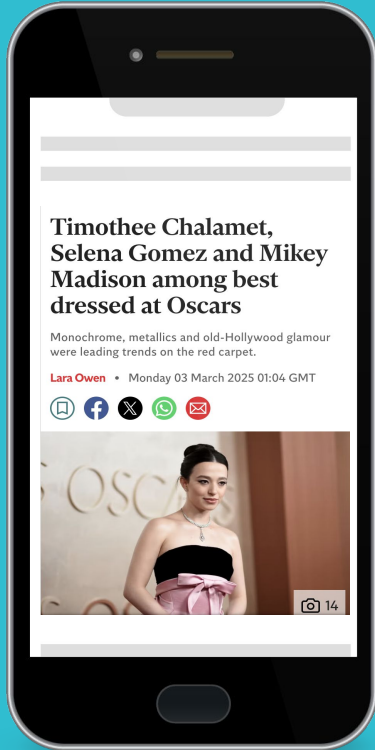
21%

Ozone Attention
Index score



Ozone delivers amazing results for streaming platform

Building further upon the well established partnership, Ozone and this client teamed up to drive maximum impact, video-led success



+33%

Overall Preroll
VTR above 30"
benchmark



+25%

average Skins
CTR score above
benchmark



+4.7%

Overall Brand
Uplift score

