

Q4 2024-Carat Gold Categories

Our guide to planning and activation
across the Premium Web in Q4



Q4'S golden moments mapped out

24-carat categories



Online Shopping & Gifting

Festive feasting

Diverse Drinks

Linear TV & Streaming

Festive Films

Seasonal Style & Fashion

Beauty & Selfcare Gifting

Festive fun & things to do

Festive hosting at home

The gift of tech

Luxury

Online shopping & gifting

Q4 2024-Carat Gold Categories



Online Shopping and Gifting

Big sales drive Online Shopping, while Gifting remains a last-minute habit

3.3m
weekly Gifting
page views

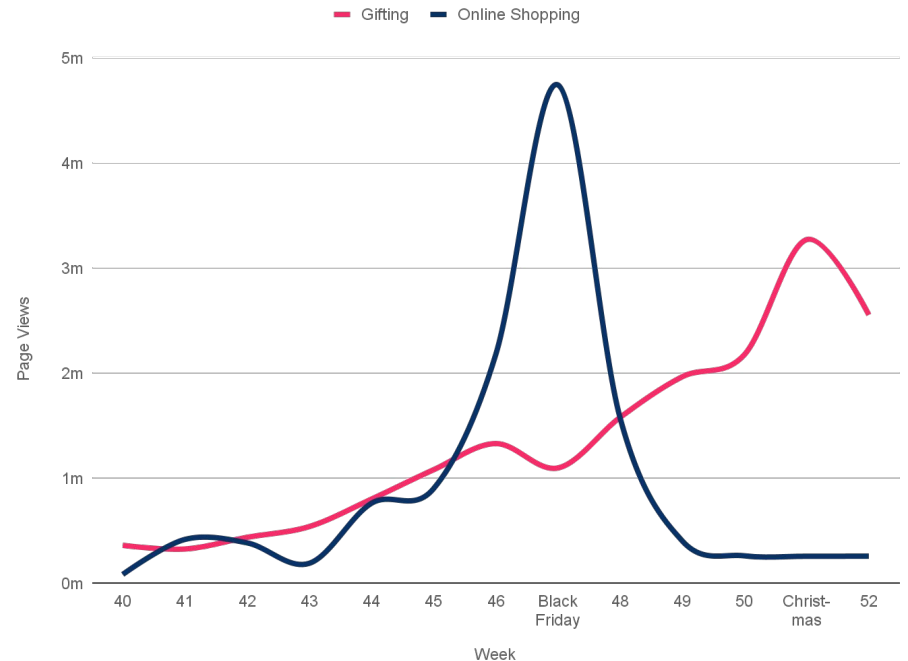
When it comes to reader engagement with **Gifting** content, interest builds consistently throughout Q4, peaking in Christmas week with more than 3m page views as last-minute shopper rush in.

+50%
WoW growth
in Gifting

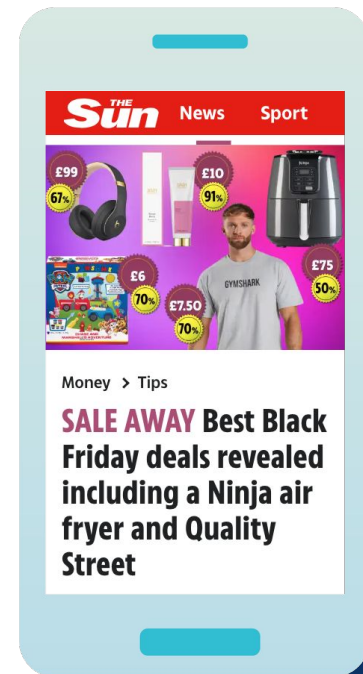
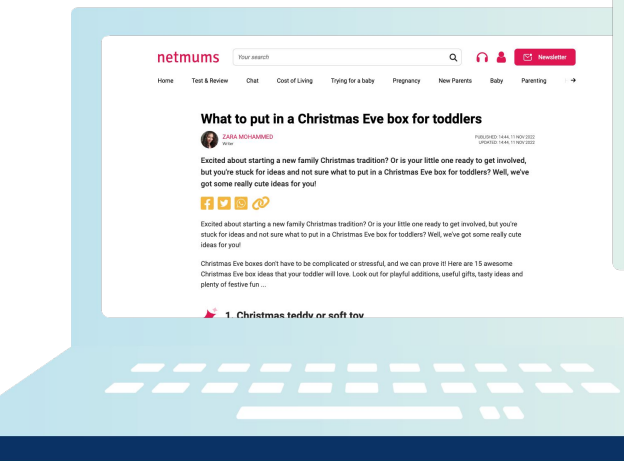
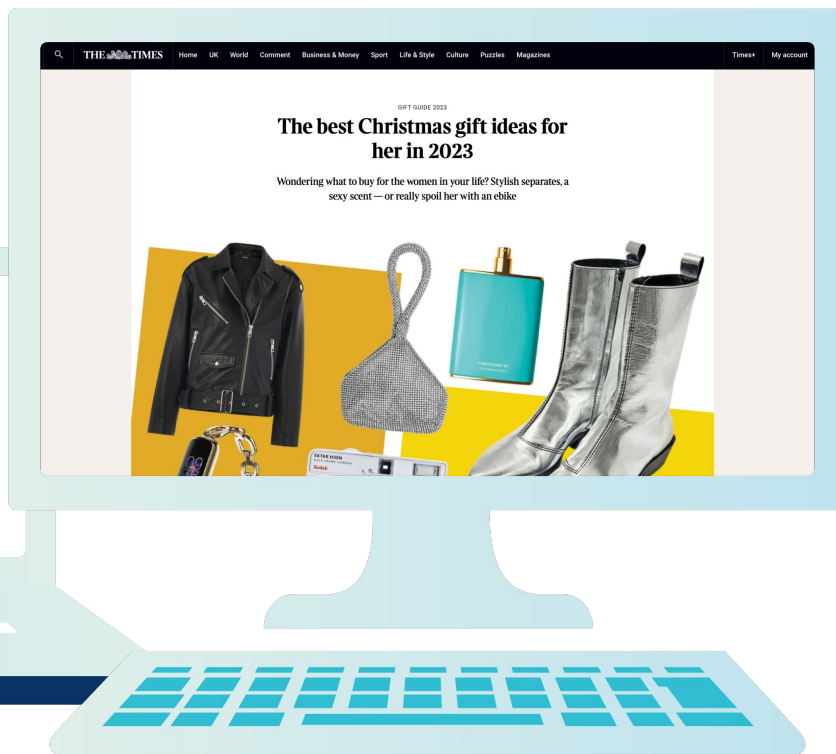
Outside of this week, the final days of October bring the most significant WoW growth – up nearly +50% – and should be considered the key trigger moment for readers with c.50 days to go to Christmas.

**TAKE
ACTION**

The difference in **Online Shopping** and **Gifting** trends suggests a divide is forming between Black Friday purchases compared to Christmas gift buying. Sales periods have become a ‘treat yourself moment’ rather than gift buying for loved ones.



Aligning with the highly relevant, premium editorial at platform scale



Reaching shopping audiences in the lead up to Christmas

Activating Ozone's unique first party audiences

Christmas

Ozone first party segment

Target all the highly relevant Christmas-related editorial, as well as readers of this content

24.1M unique users/month

Black Friday

Ozone first party segment

Target all the highly relevant Black Friday-related editorial, as well as readers of this content

13.8M unique users/month

Shopping

Ozone first party segment

Target the highly relevant shopping content as well as those readers showing the highest level of engagement

25M unique users/month

Festive feasting & diverse drinks

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Festive feasting

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

+23%
Cooking PVs
growth in
November

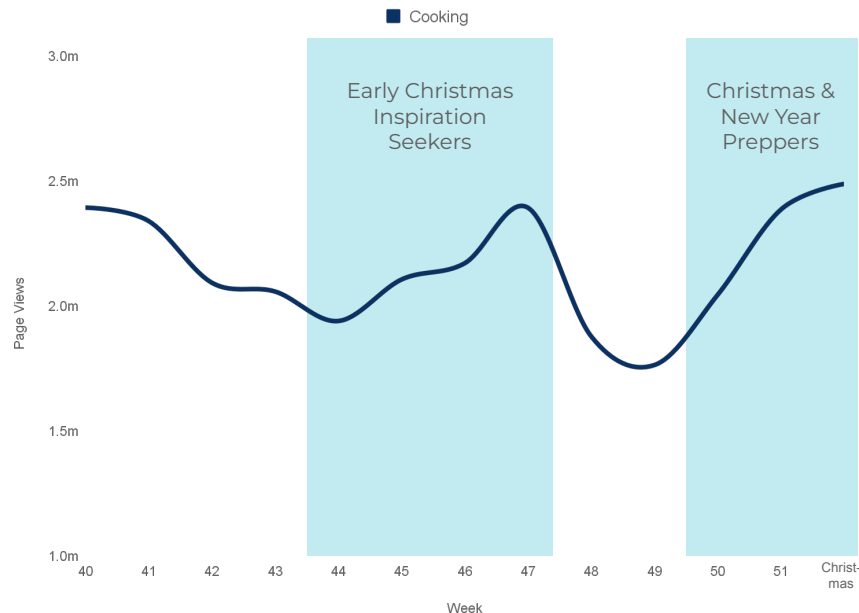
Through November, we see +23% growth in Cooking as early christmas inspiration seekers begin to prepare for the festive season.

+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.

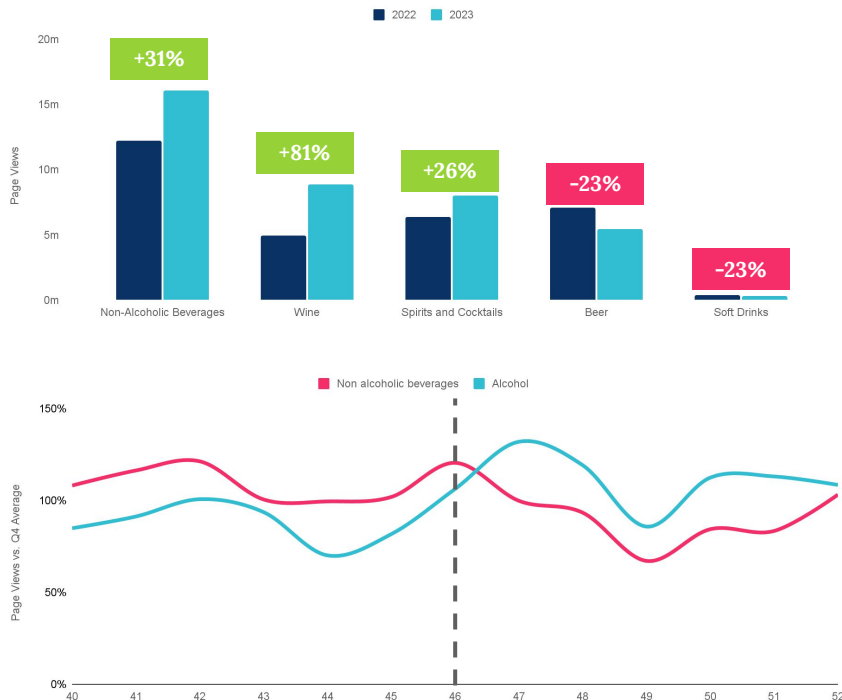
+12%

Greater weekly readership than the Q4 average

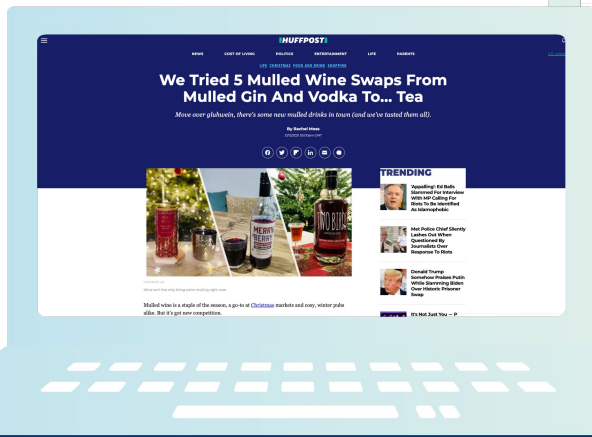
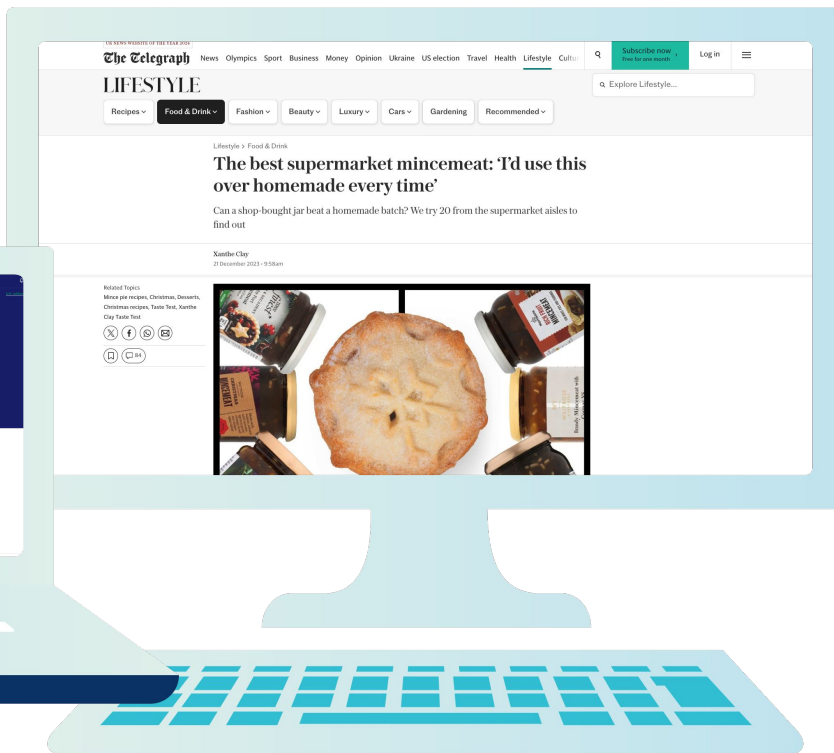
Average weekly engagement grows by +12% compared to the quarterly average for Non-Alcoholic Beverages during Macmillan's Go Sober in October fundraising initiative.

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

Television, streaming & festive films

Q4 2024-Carat Gold Categories



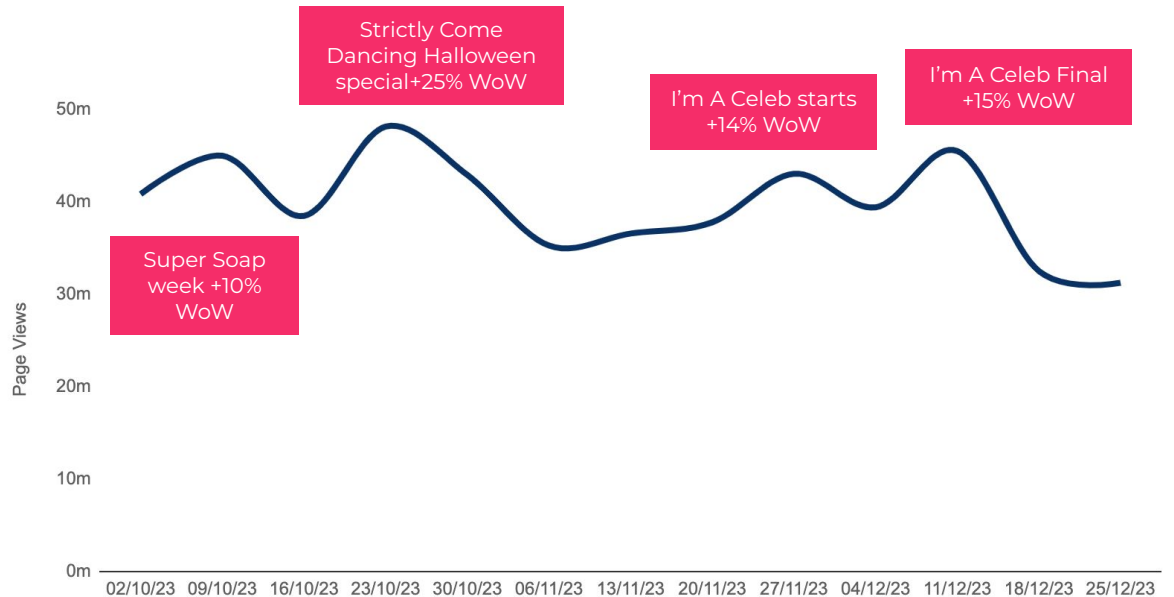
Unmissable TV & Streaming

Our Television audience grew by +7% in 2023, with some of the year's biggest moments coming via streaming platforms, such as the release of Top Boy, which drove +29% WoW growth.

Linear TV still generates enormous engagement with appointment viewing driving millions of page views a year, especially in Q4.



Reader engagement with Television content across Q4



+17%

TV page views after Christmas special announcements

As well as these usual big TV moments, this year also promises to deliver huge Christmas Special returns for Gavin & Stacey and Outnumbered. We expect these much-loved characters to generate large amounts of coverage, with the announcements alone driving a 17% increase in page views.

TAKE ACTION

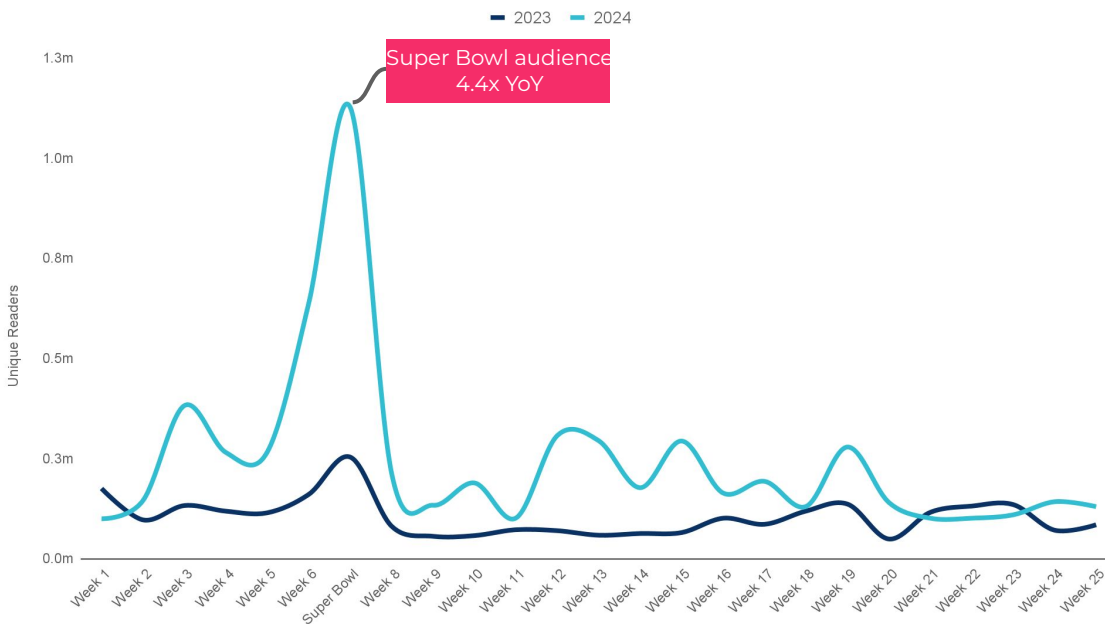
For brands looking to maximise impact among linear TV audiences in the lead up to Christmas, **Entertainment**, **Reality TV** and **Soaps** are consistently the biggest moments of the Q4 calendar. At New Year's, **Drama** specials, such as ITV's Mr. Bates vs. The Post Office, will capture consumer attention.

Unmissable TV & Streaming

Ozone's core **American Football** audience has seen much greater growth with unique users up +136% YoY, an average of 141k additional weekly readers and greater readership in almost every week so far.

In 2024, Taylor Swift has boosted engagement, with the singer mentioned in 23% of NFL-related articles, as fans follow her relationship with Kansas City Chiefs star, Travis Kelce.

Reader engagement with American Football content



TAKE ACTION

With Netflix broadcasting the **Christmas Day NFL games to a UK audience for the first time this year**, and a subscriber base of 16m households, we're anticipating the audience opportunity to be bigger than ever.

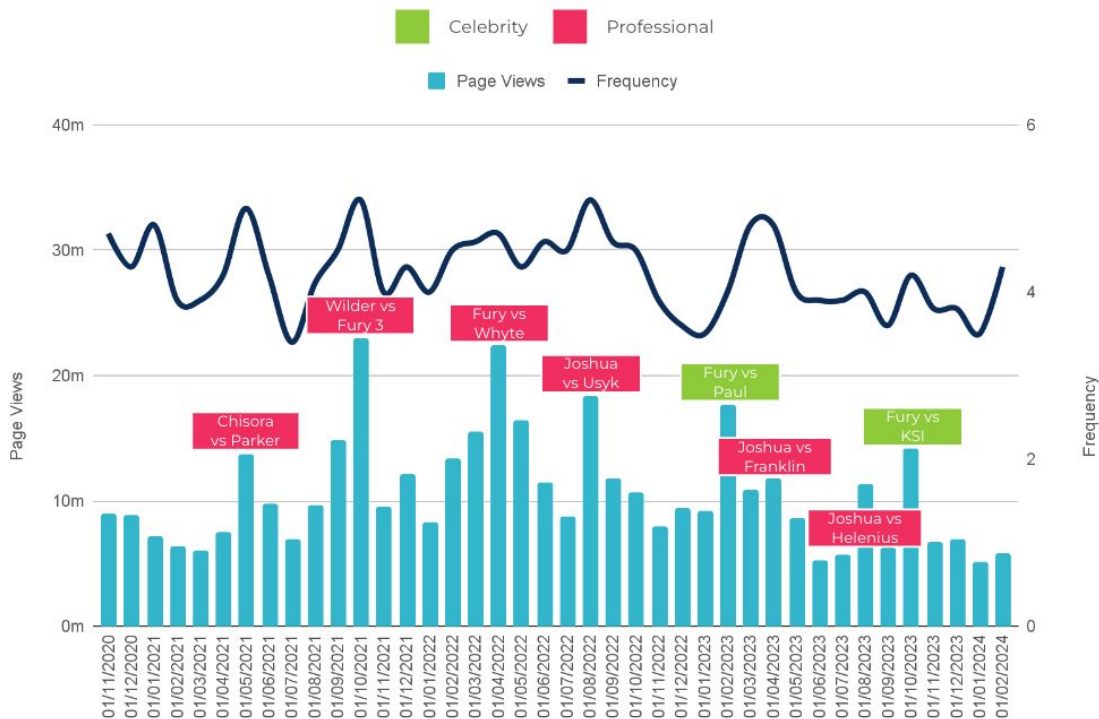


Unmissable TV & Streaming

Celebrity fight night has become a recent phenomenon, taking off following the success of KSI vs. Joe Weller in February 2018. Since then, fights featuring so-called ‘non-boxers’ have grown by 427%.

While the majority of **Boxing** engagement spikes comes around high-profile professional fights, celebrity exhibition matches are becoming equally significant in terms of both page views and depth of engagement across our publishers.

Reader engagement with Boxing content

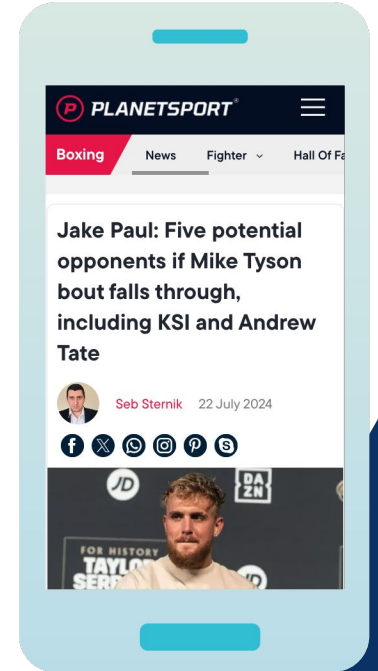


TAKE ACTION

Netflix's move into sports coverage will continue with the coverage of the Jake Paul vs. Mike Tyson fight in November, With more than 16m households in the UK subscribing to Netflix brands can expect the audience opportunity to reach 'traditional' bout levels of upwards of 22m **Boxing** page views.



Aligning with the highly relevant, premium editorial at platform scale



Reaching TV lovers and recommendation searchers this Christmas

Activating Ozone's unique first party audiences

What's On TV

Ozone first party segment

Target all of the highly relevant TV guides and reviews across Ozone's premium publishers

27.3M unique users/month

Super Soaps

Ozone first party segment

Reach the nation's biggest soap fans and the highly relevant show coverage

11.6M unique users/month

Christmas Day Sports Streamers

Ozone first party segment

Reach readers of the build-up, coverage and analysis of the big Christmas Day game

7.9M unique users/month

Fight Night Fans

Ozone first party segment

Target the nation's boxing fans and all the highly relevant editorial coverage

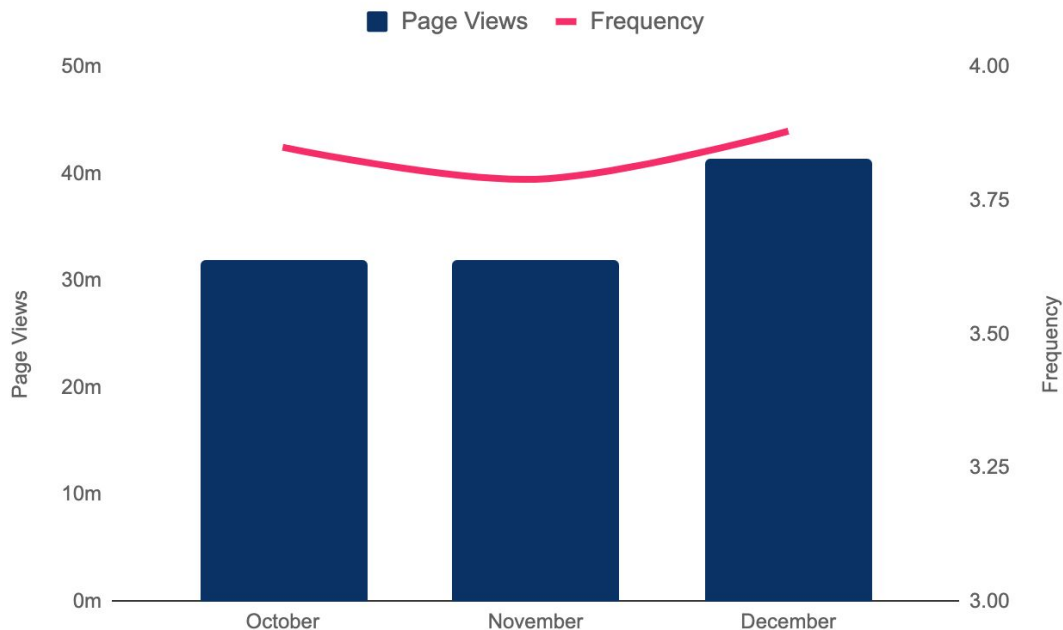
10.3M unique users/month

Festive film favourites

Q4 accounts for 30% of annual film page views on average, with engagement building consistently QoQ throughout the year.

December is by far Q4's most significant month, seeing 30% more page views than October and November. This growth in interest is driven, in part, by recommendations on what to watch at home during the festive period, but more so as December sees some of the year's biggest releases.

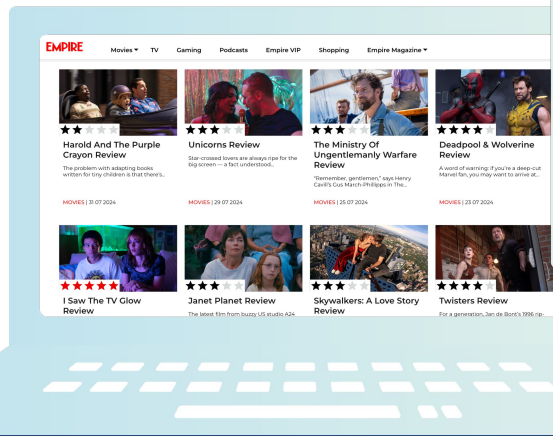
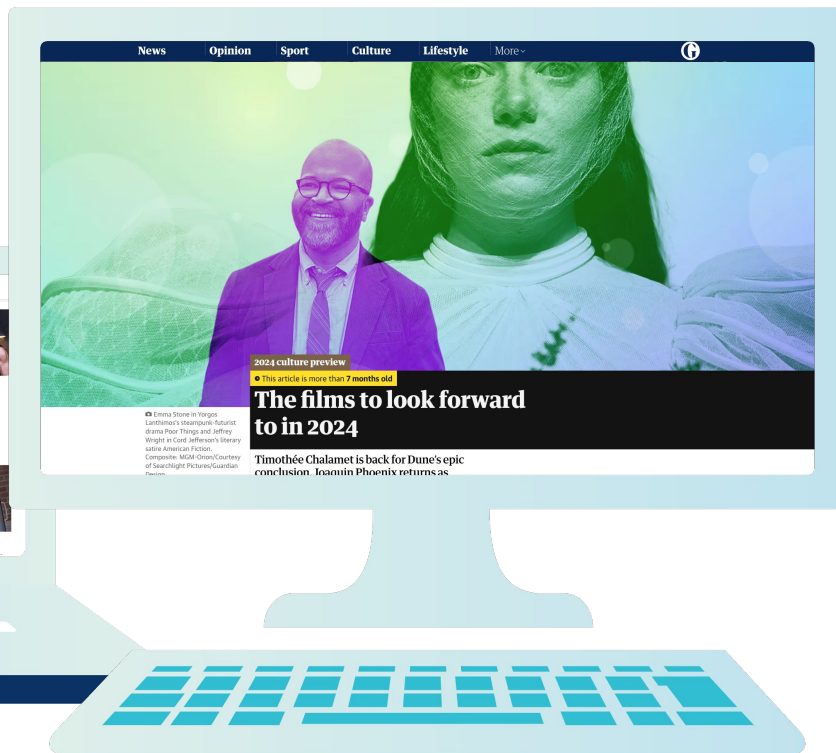
Reader engagement with Movies content across Q4



TAKE ACTION

With big titles slated for release this Q4, film fans of all genres will be flocking to publishers for trusted reviews. Film distributors hoping to achieve the levels of success of Barbie and Oppenheimer in 2023 can expect film page views of up to 60m per month.

Aligning with the highly relevant, premium editorial at platform scale



Festive film favourites

TAKE ACTION

For film releases this Christmas, our granular audience and content categorisation allows advertisers to cover audiences from the genre-specific to crowd-pleasing blockbusters.



Seasonal style & fashion, and beauty gifting

Q4 2024-Carat Gold Categories



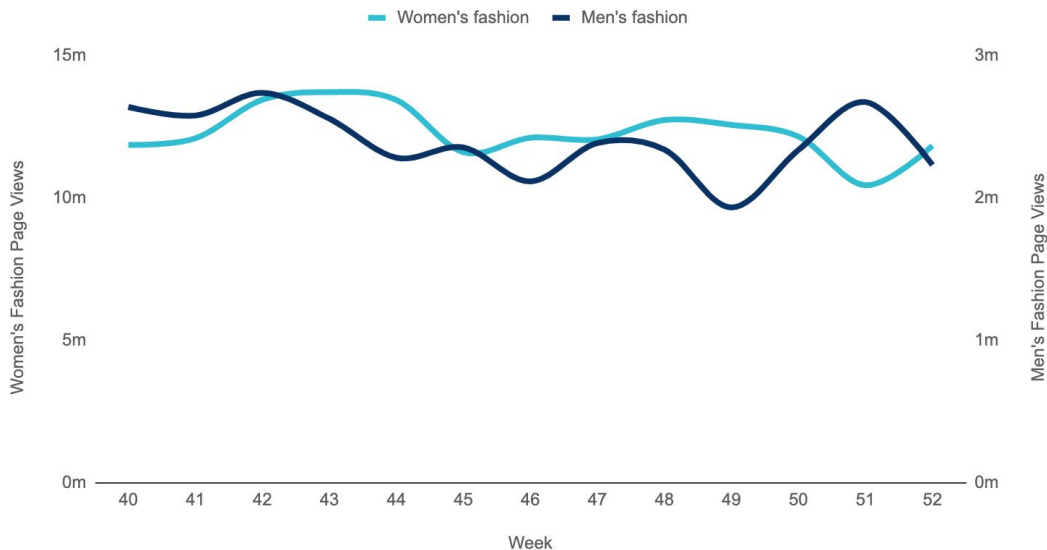
Seasonal Style & Fashion

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.



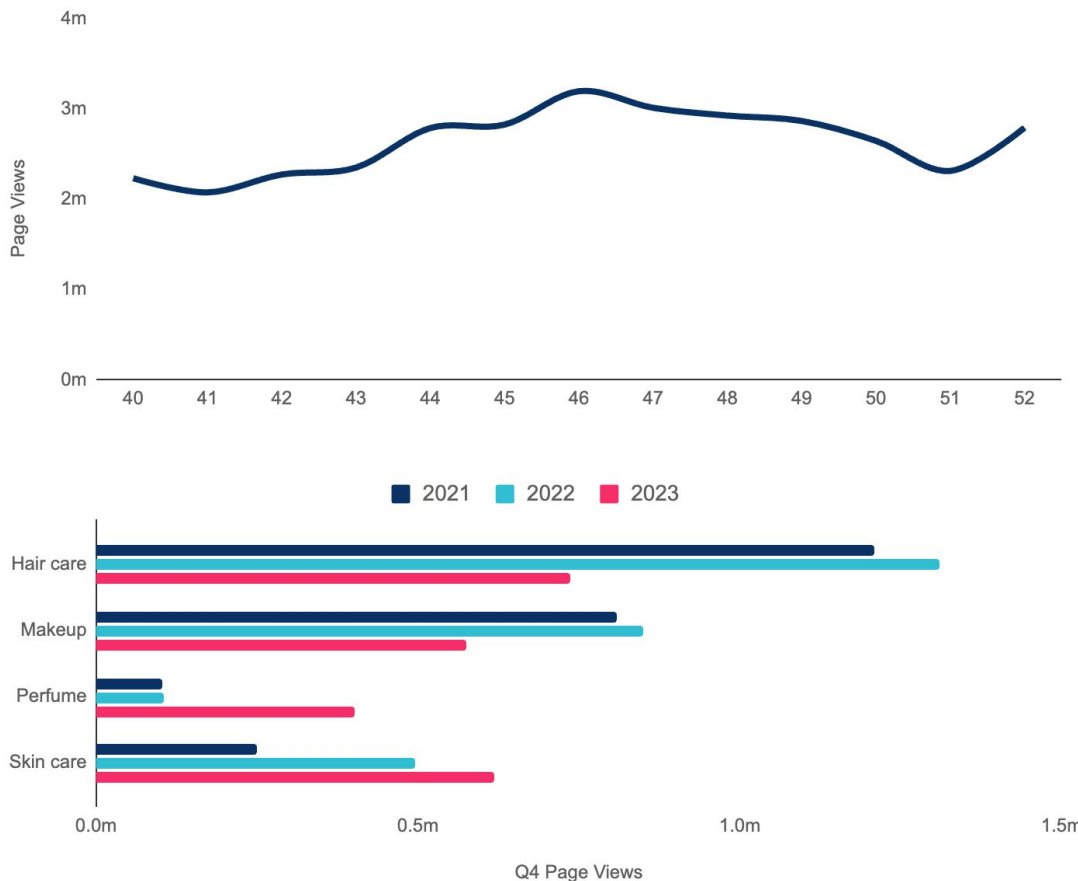
Beauty & self-care gifting

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.

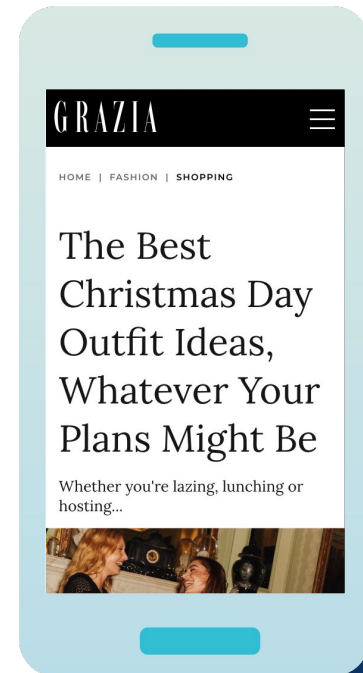
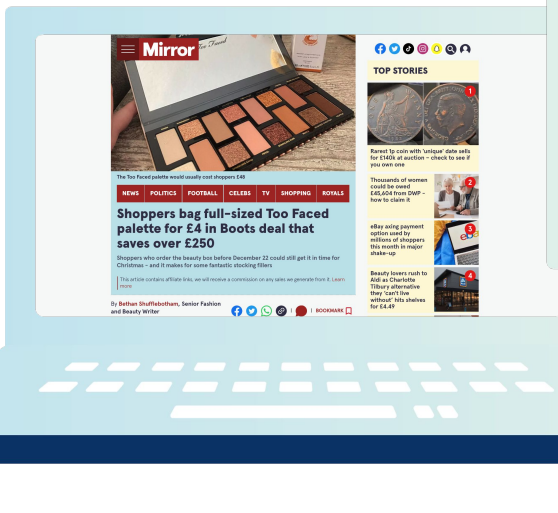
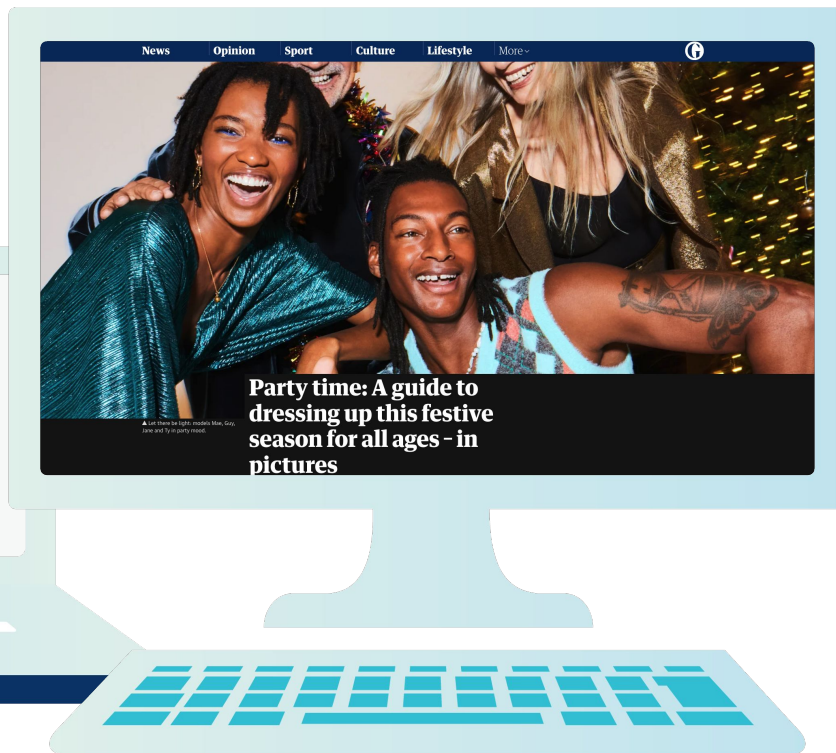
Haircare and **Makeup** are typically the biggest **Beauty** topics. In 2023, **Perfume** and **Skincare** page views grew 3.8x and +25% respectively.



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 fun things to do and hosting at home

Q4 2024-Carat Gold Categories



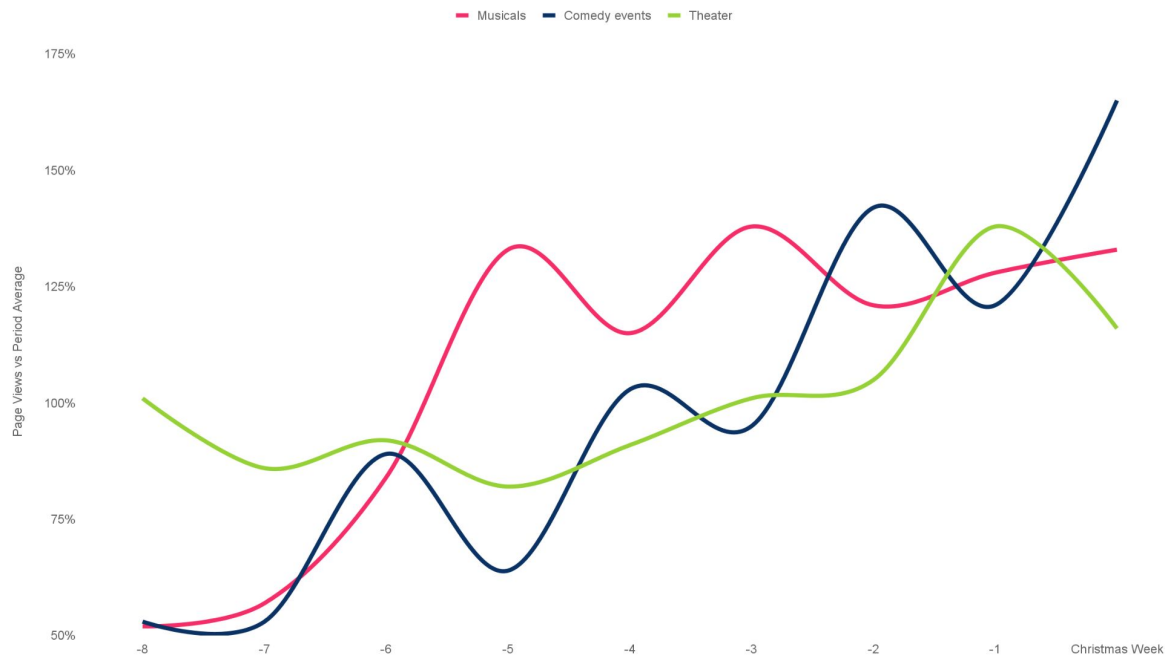
Festive fun & things to do

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

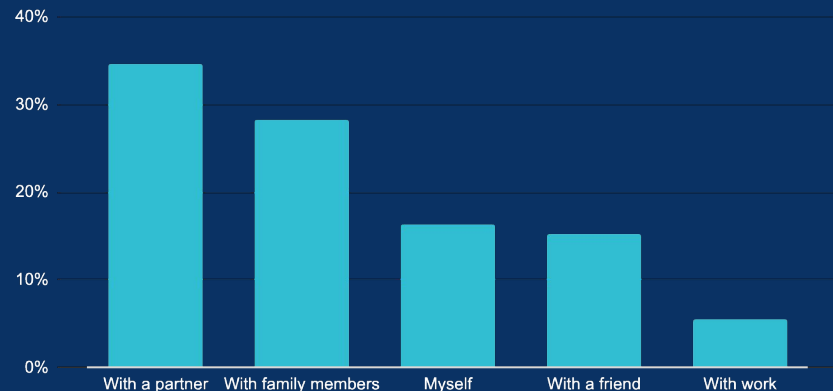
Those surveyed said their primary motivation for buying tickets is to celebrate special occasions and seasonal events, like Christmas. As such, the majority (63%) opt to attend events with their partners or family members.

70%

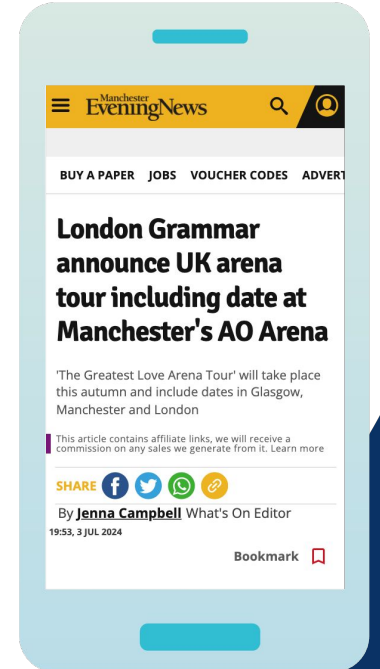
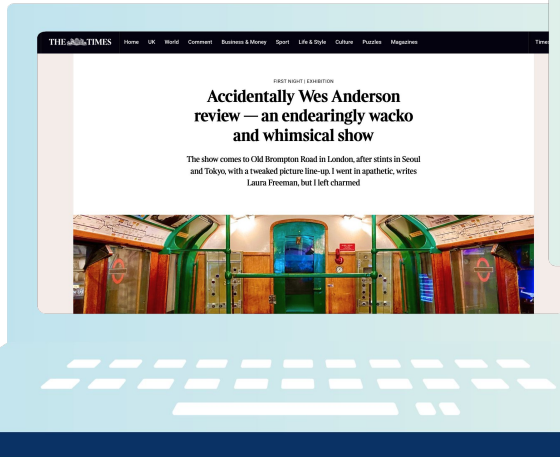
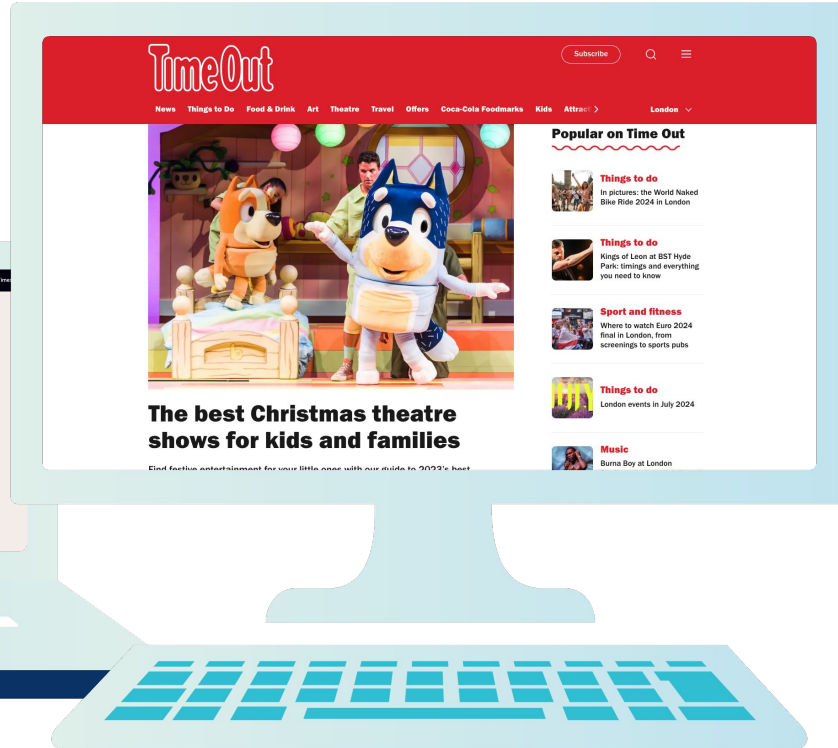
Book over a months in advance

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 hosting at home

Brits are in the party mood in Q4 and our publishers are there to help

+72%

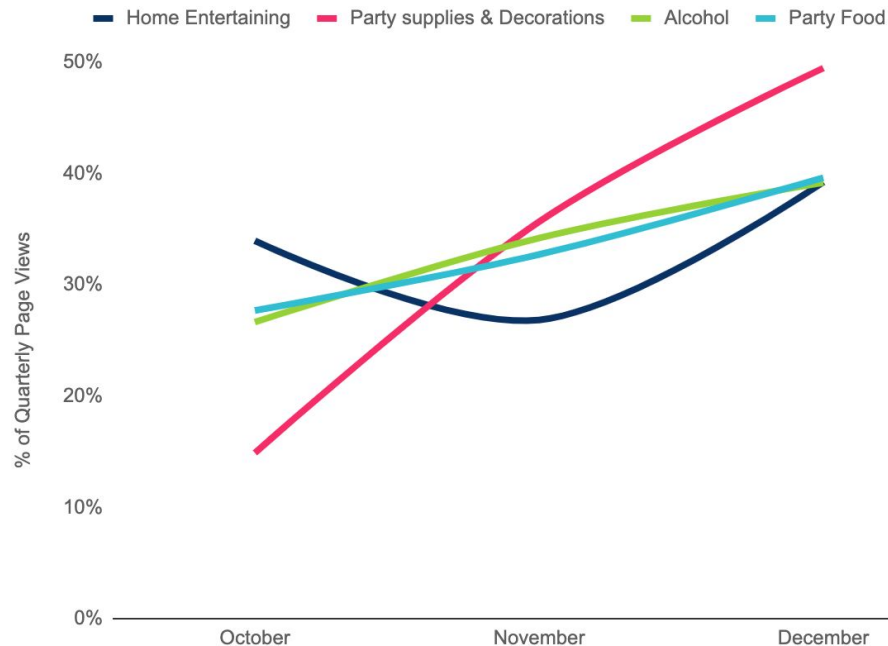
As we move through the quarter the key trigger moment for **Party Planning** is the first week of December, with page views increasing by +72% WoW.

+50%

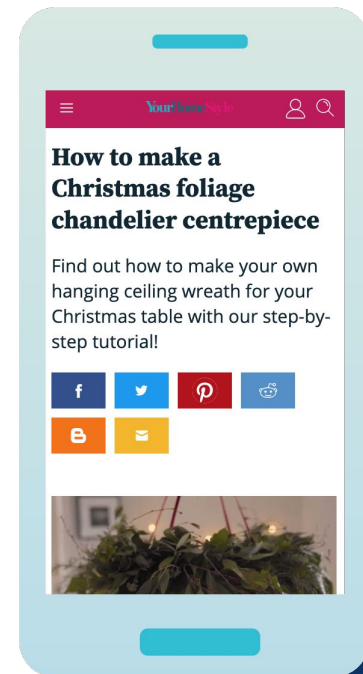
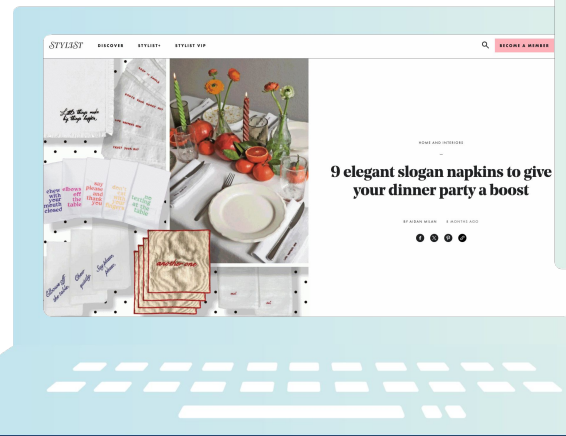
October sees opportunities for celebration with Diwali and Halloween. These occasions drive +50% higher **Party Planning** engagement than the annual average.

TAKE ACTION

Readers turn to publisher for inspiration on everything needed to throw a great party, including decorations, party food and drinks. Target these specific interest segments and maximise the 120m relevant page views seen in Q4.



Aligning with the highly relevant, premium editorial at platform scale



Reaching audiences from home inspiration to home entertainment

Activating Ozone's unique first party audiences

Home & Garden

Ozone first party segment

Target highly engaged home inspiration seekers and align with the highly relevant editorial

17M unique users/month

Party Preppers

Ozone first party segment

Target those planning their festive celebrations, including decorations, party food must haves and the perfect alcoholic (or non-alcoholic!) accompaniment

7.7M unique users/month

The gift of tech

Q4 2024-Carat Gold Categories



The gift of tech

Consumer technology and devices are a festive go-to for gift buyers

3.5m

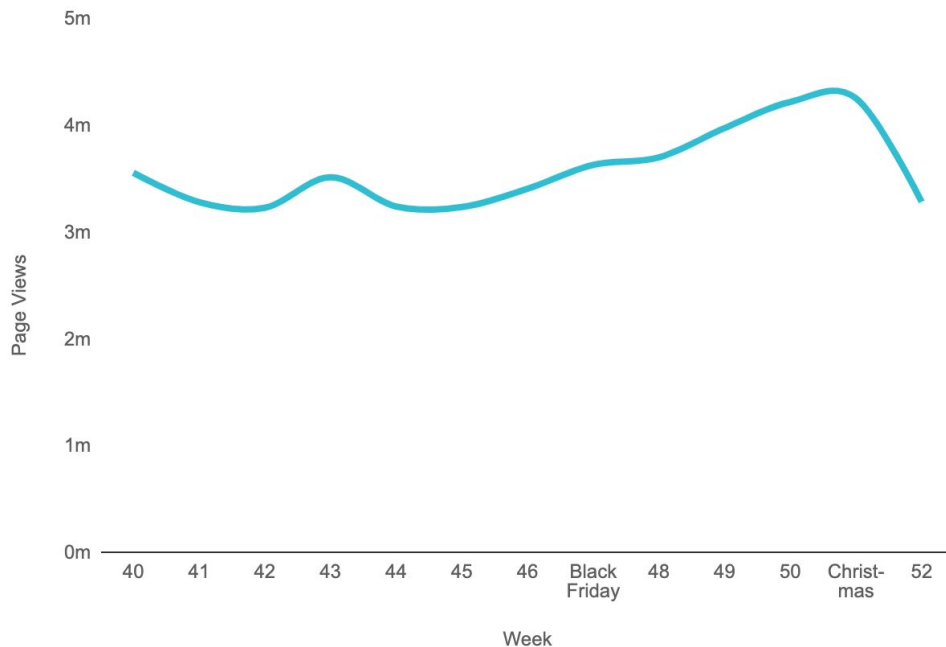
More recently tech offers begin well in advance of Black Friday. With this, the first spike in interest comes in early October as promotions go live.

+7%

Further spikes are driven by the October payday, with **Tech** page views up +7% WoW, and the week prior to Black Friday, with page views up +6% WoW.

TAKE ACTION

Although engagement is not dictated by Black Friday, it certainly is a key trigger moment. Phase campaigns for exponential growth from this point right up until Christmas.

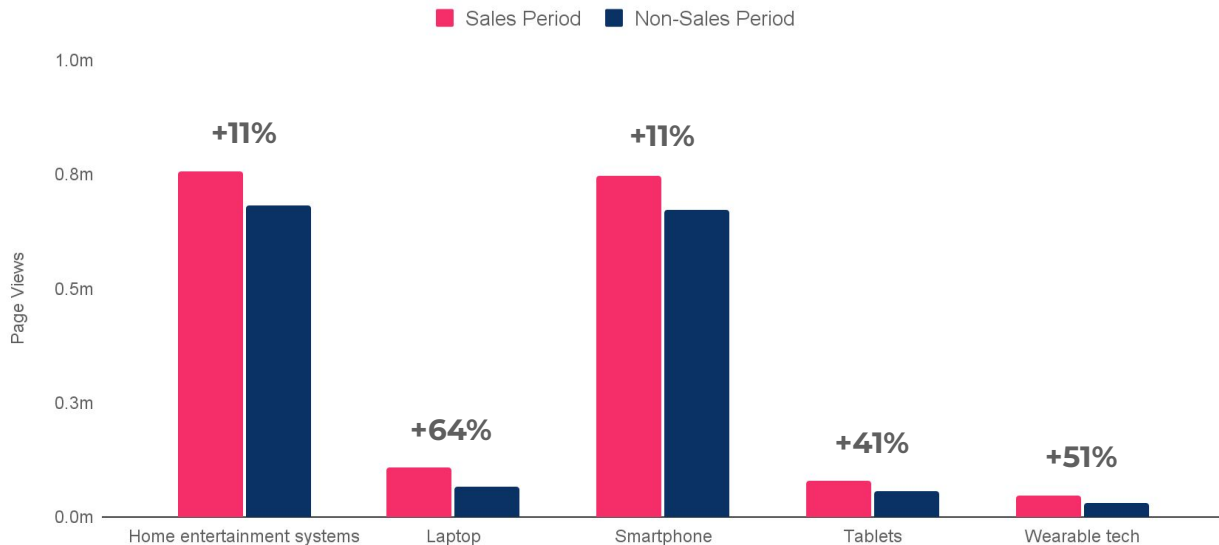


Technology gifting

Across the most popular tech product categories, the week prior to or the week of big sales events typically drives an increase in engagement of up to **+35% on average**, although the level of impact does vary between products.



TECH BY CATEGORY, SALES VS. NON-SALES PERIODS



+11%

Growth for the most engaged with product categories

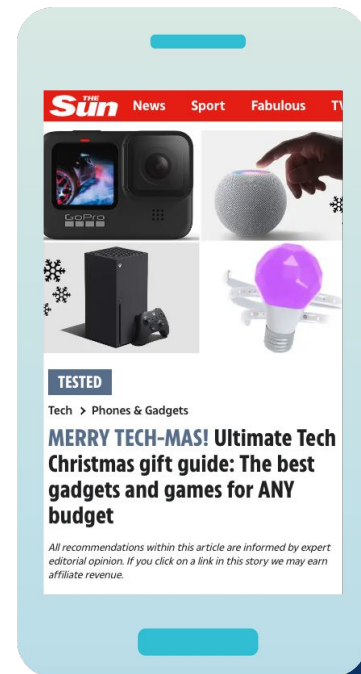
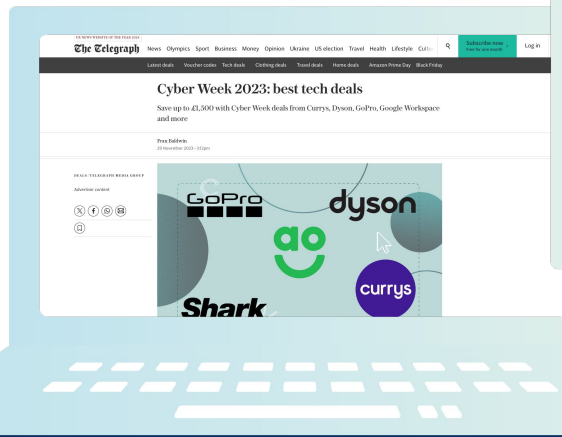
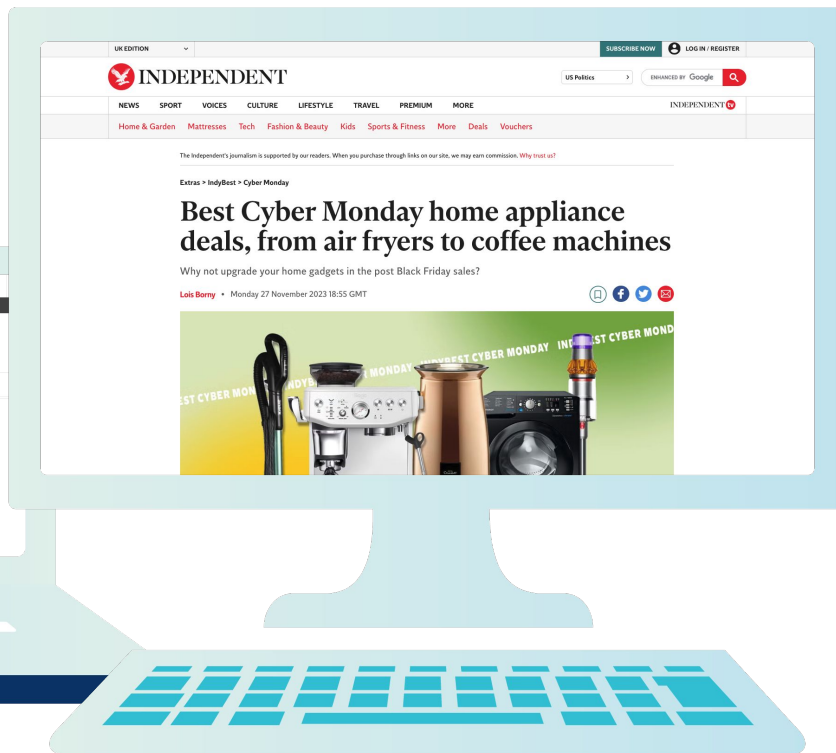
As the most highly engaged with technology product categories, **Home Ents Systems** and **Smartphones** see +11% page views growth the week prior to and the week of big sales events, delivering 100k+ additional online readers each week.

+64%

Higher Laptop page views in sales weeks vs non-sales

While volumes are lower when looking at device categories, online readers are much more likely to engage with content about **Laptops**, **Tablets** and **Wearables** during sales periods, with up to +64% more page views vs. non-sales weeks.

Aligning with the highly relevant, premium editorial at platform scale



Target the 26M readers of tech reviews and recommendations this Christmas and Black Friday

Activating Ozone's unique first party audiences

Personal Tech

Ozone first party segment

Target readers of the highly relevant tech reviews, including smartphones, wearables, laptops and more!

9.6M unique users/month

At Home Gadgets

Ozone first party segment

Reach readers in search of the best new home appliance, as well as aligning with the highly relevant editorial itself

6.1M unique users/month

Smart Homes

Ozone first party segment

Target the savvy consumer looking for the latest piece of smart tech for their home

3.6M unique users/month

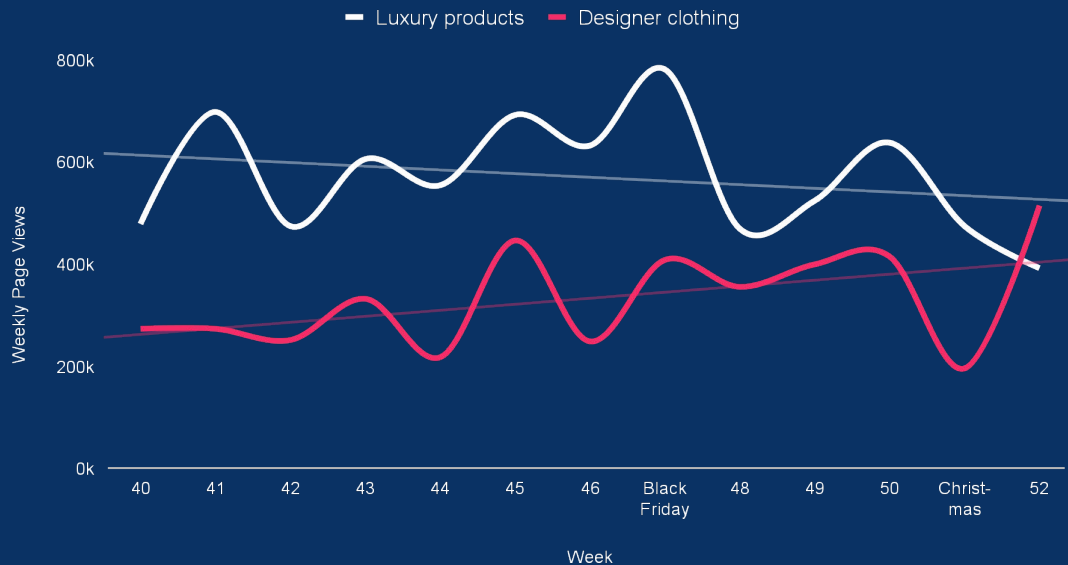
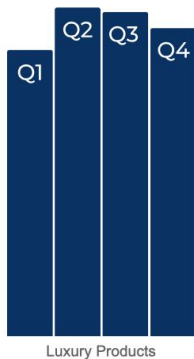
Giving a little luxury

Q4 2024-Carat Gold Categories



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.



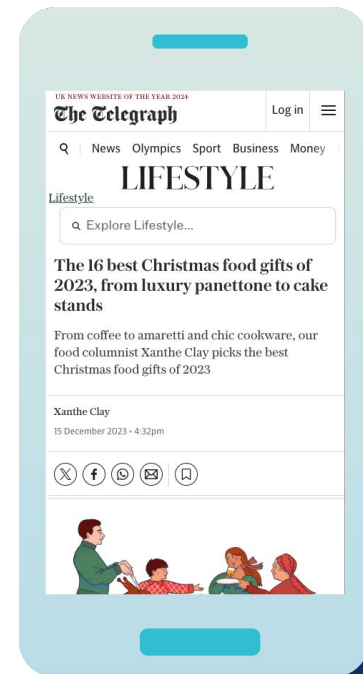
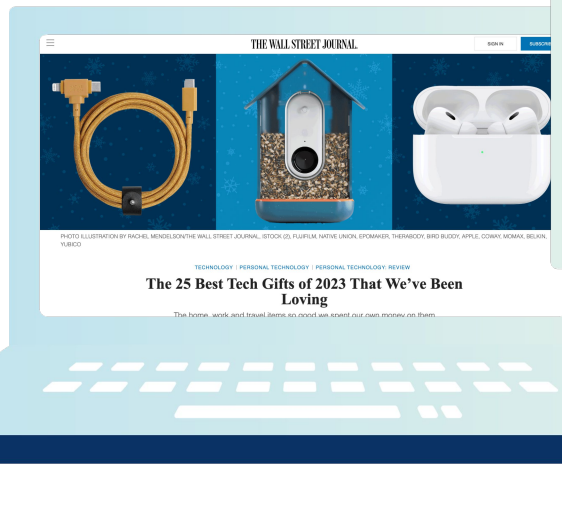
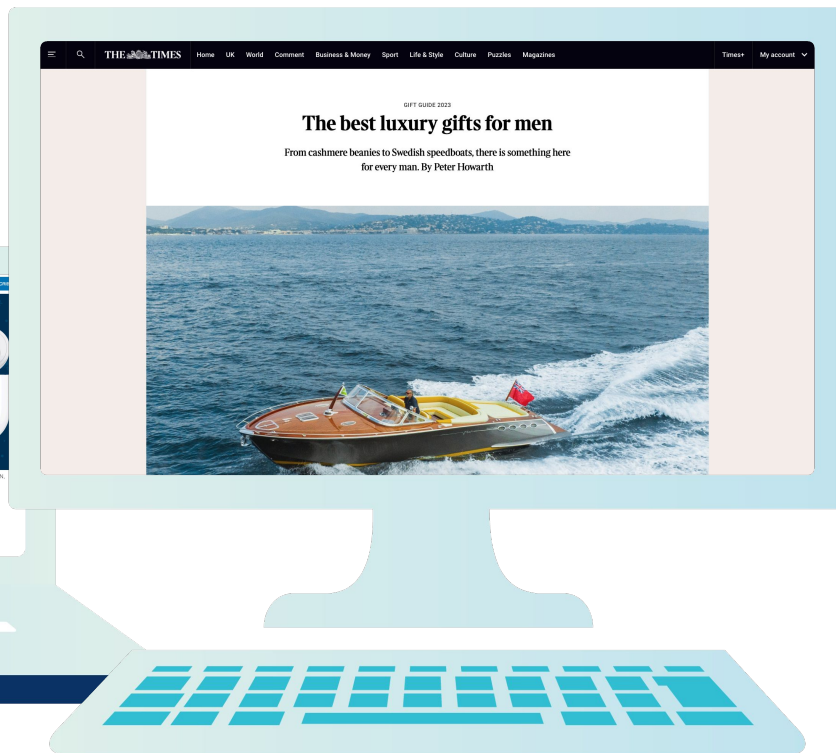
+64%
Designer Goods page views from Black Friday

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