

★ STATES OF ★
CONNECTION

MAY 19 – MAY 25, 2025



Biden, AI and graduations drive U.S. engagement

Education

10.5m

+33%

Healthy Living

5.9m

+15%

Books & Literature

7.3m

+14%

Medical Health

46.0m

+8%

Family & Relationships

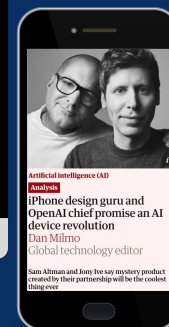
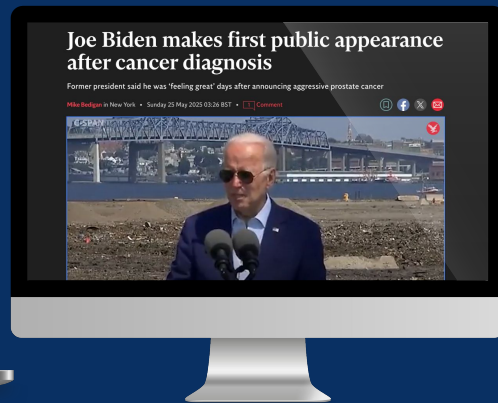
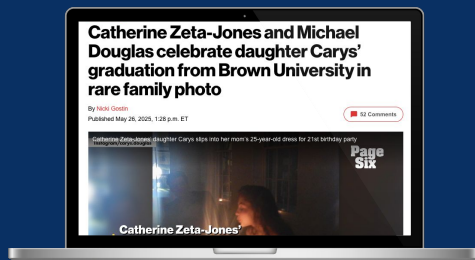
58.9m

+6%

Tech & Computing

26.3m

+1%



TOPICAL HEADLINES

Former U.S. President Joe Biden's "aggressive" prostate cancer diagnosis led to an 8% week-over-week increase in engagement with **Medical Health** content. Page views in **Cancer** topic jumped 2.6x. While the news was startling, it followed revelations in *Original Sin* – the exposé by Jake Tapper and Alex Thompson – which continues to boost interest in **Books & Literature**, driving a 14% week-over-week rise in page views.

Elsewhere, Big Tech took significant strides in the race to lead artificial intelligence. First, Sam Altman's OpenAI finalized a \$6.4bn deal to acquire Jony Ive's AI startup, LoveFrom, and soon after, Google rolled out AI Mode to U.S. businesses and consumers. Page views in the **Technology & Computing** category surged past 26 million, driven by a 6% increase in interest in **Artificial Intelligence** content. U.S. consumers, hunting for the best tech deals during Memorial Day sales, also fueled this growth – from **Consumer Technology** content, **Smartphone** page views alone jumped nearly 50%.

Finally, Congressional Republicans advanced President Trump's campaign pledge to reduce costs for American families and workers by passing the 'One Big Beautiful Bill Act'. **Legislation** page views climbed by 60%.

SEASONAL OCCASIONS

While it's graduation season across the U.S., a proposal by the Trump administration to ban international student applications to Harvard University drove a 33% increase in engagement with the Education content category last week. Up 2.2x week on week, College **Education** page views contributed to overall growth, while from the **Events & Attractions** content category, **Graduation** page views increased 42%.

Over Memorial Day weekend, the 2025 RBC Brooklyn Marathon drove a 15% uptick in engagement with the **Healthy Living** content category. Page views related to **Fitness & Exercise** climbed more than 45%, powering the increase.

Pride Month kicks off next week, and throughout June, LGBTQ+ communities across the country will celebrate. In anticipation, **Gay Life** content within the Family & Relationships category saw a 66% increase in page views last week.

With Independence Day celebrations on July 4th coming up, we've put together a specially curated [Ozone PMP Deal](#) for Programmatic Buyers to connect your brands to nearly 25m Americans through our precision targeting.