READING THE NATION

13 MAY – 18 MAY 2025

OZONE

Bad news for the UK as Austria win the 69th Eurovision

	PAGE VIEWS	WoW GROWTH
Television	40.8m	+45%
Music & Audio	21.1m	+43%
Food & Drink	38.3m	+40%
Careers	9.7m	+35%
Education	6.1m	+31%
Home & Garden	14.3m	+25%
Science	21.0m	+23%
Arts & Culture	4.9m	+23%
Personal Finance	18.0m	+20%
Healthy Living	10.6m	+19%

TOPICAL NEWS

Austria stole the show at the 69th Eurovision Song Contest, taking home the trophy and sending **Television** page views soaring by +45%, with **Music TV** seeing a staggering 24x growth as millions tuned in to watch the final. But Eurovisions influence didn't stop at the screen – **Music & Audio** also saw a harmonic +43% boost, with a 35x uplift for **World/International Music.**

Elsewhere, exam season is in full swing, driving a +31% spike in **Education** engagement and an 11x surge in **Standardised Testing** page views as students hit the books for GCSEs and A-Levels.

News of changes to the state pension age sparked a +20% rise in **Personal Finance**, with engagement in subtopic **Financial Assistance** up by +35% and **Retirement** content in **Careers** climbing +39%.

SEASONAL EVENTS

The weekend's FA Cup finals delivered a historic win for Crystal Palace as they lifted the trophy for the first time, while Chelsea triumphed over Manchester United in a thrilling Women's final. **Football** page views shot up by +21%, while **Sport TV** saw a +53% boost as fans tuned in to catch every goal.

Excitement for this week's Chelsea Flower Show is in full bloom, with readers flocking to **Home & Garden** content like bees to blossoms. The category's seen a +25% uplift, while **Gardening** page views have flourished with a +39% growth spurt.

The Cannes Film Festival has returned for its 78th year, driving interest with **Cinema & Events** +24% as readers tune in for the debut some of 2025's next top films.

In other film news, *Mission Impossible: The Final Reckoning* is hitting cinemas this week, sparking a +17% surge in interest across **Action & Adventure**.

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