



Eurovision

READING THE NATION

13 MAY – 18 MAY 2025



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

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%

Pandemic exam grading linked to rise in university dropouts

One in eight students in Scotland left before their second year in 2022-23 – a ten-year high – a report by Holyrood's education committee finds



Austria wins 69th Eurovision song contest with Wasted Love

Israel finished second, with Estonia third and the pre-contest favourites from Sweden fourth



Crystal Palace make club history as Eberechi Eze goal seals FA Cup glory over Man City

From smart tech gadgets to climate-resilient planting decisions, 2023's show offers a glimpse into the future of horticulture



'Slightly higgledy-piggledy': The best Chelsea Flower Show gardens, according to our expert

From smart tech gadgets to climate-resilient planting decisions, 2023's show offers a glimpse into the future of horticulture



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**.