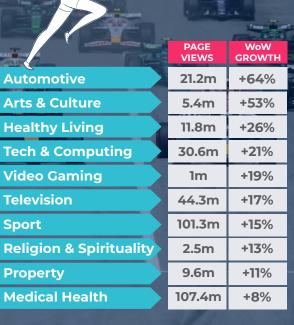


Telly twists and surging sport boosts engagement









TOPICAL NEWS

It was a standout week for **Television**, with views up +17% WoW as several major series reached dramatic finales. Doctor Who left fans stunned with a iaw-dropping twist, revealing the 16th Doctor as Rose Tyler, the iconic companion of the 10th and 11th Doctors, sending **Drama TV** views soaring by +72%.

Meanwhile, the much-anticipated season finale of The Last of Us left questions to be answered, fuelling a +19% uplift in Video Gaming content and a 4.3x spike in Simulation Gaming.

News on Tesla sales being down nearly 50% in the EU. alongside Elon Musk's announcement of leaving his role in the US government, has had a huge impact on Automotive page views, which are up +64%.

Tech & Computing, fuelled by AI fever, is whirring up in page views at +21% WoW. OpenAl's recent LoveFrom acquisition boosted AI page views by +29%.

SEASONAL EVENTS

The finale of the 18th season of Britain's Got Talent saw Harry Moulding take home the trophy, and boosting Reality TV page views by +67%.

As we head into summer, Brits are getting holiday ready - Healthy Living is up +26%, with subtopic Fitness & Exercise boosted a lively +65%.

The beginning of June also marks the kick-off of the summer sporting season, and Sport page views are already up +15%. The Spanish Grand Prix drove a +18% uplift in **Formula 1** page views as McLaren's Oscar Piastri clinched the win.

PSG had a landslide win in the Champions League Final, kicking off a + 18% raise in Football page views. The French Open has seen a smashing +57% uplift in **Tennis** page views, Finally, Brits rejoiced as Simon Yates cycled his way to victory in The Giro d'Italia, with Cycling page views gearing up +24%.



Medical Health

Automotive

Arts & Culture

Healthy Living

Video Gaming

Television

Property

Sport

Tech & Computing