



READING THE NATION

26 MAY – 1 JUNE 2025



Telly twists and surging sport boosts engagement



Automotive

Arts & Culture

Healthy Living

Tech & Computing

Video Gaming

Television

Sport

Religion & Spirituality

Property

Medical Health

PAGE
VIEWS

WoW
GROWTH

21.2m

+64%

5.4m

+53%

11.8m

+26%

30.6m

+21%

1m

+19%

44.3m

+17%

101.3m

+15%

2.5m

+13%

9.6m

+11%

107.4m

+8%

Paris Saint-Germain can add Club World Cup glory to their awesome Champions League final success



The Last of Us recap: season two, episode seven – well, that was a frustrating finale



F1 star suffers injury at Spanish GP after breaking items in garage and swearing at team members



SAKA REFUSES INTERVIEW ON FORMULA GRID!

Formula 1 star Lando Norris is said to have suffered a shoulder injury at the Spanish Grand Prix.

Registrations for new vehicles in April drop to half 2024 figure despite shoulder rise in battery electric cars

Liam Neeson

Sales of new Tesla electric cars are sliding across Europe, data suggests, amid a political backlash against its billionaire chief executive, Elon Musk.

The figures from the European Automobile Manufacturers' Association (ACEA) showed

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 jaw-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. OpenAI'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%.