

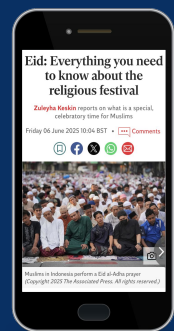
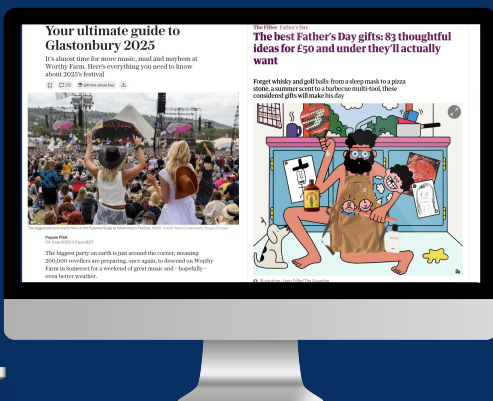
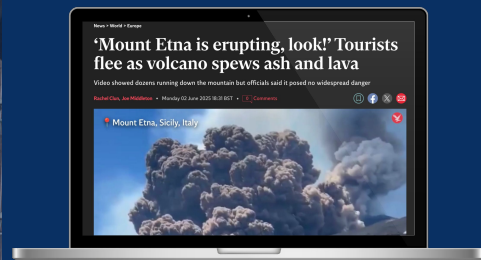
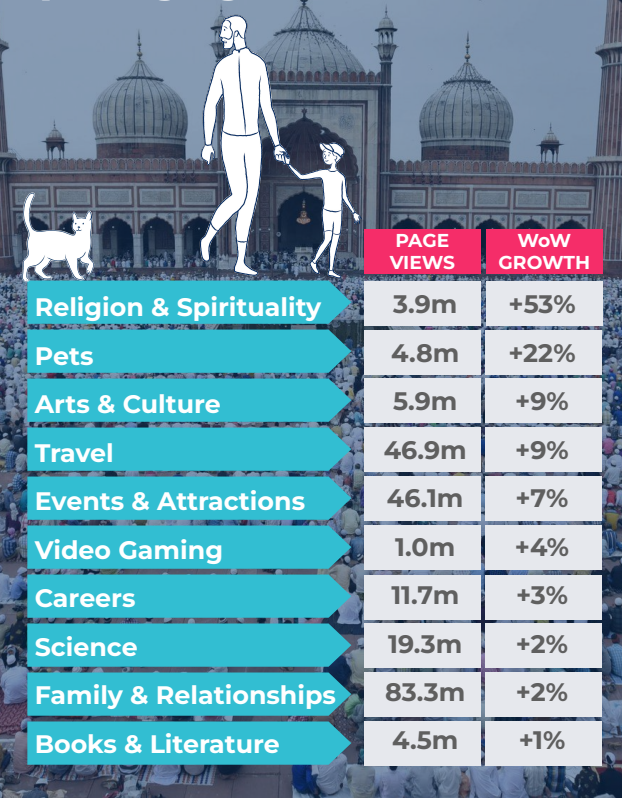


# READING THE NATION

2 June– 8 June 2025



# Seismic shifts and superstar shows shake up engagement



## TOPICAL NEWS

**Events & Attractions** page views rose +7% last week, driven by a +37% spike in **Concerts & Music Events** as the full Glastonbury line-up dropped and Beyoncé lit up North London's Tottenham Stadium. Elsewhere in the category, **Gaming** page views soared 2.5x with a £200m EuroMillions jackpot up for grabs and interest in the Epsom Derby over the weekend.

A week marked by environmental events – including earthquakes in the Mediterranean and Chile, and the eruption of Mount Etna – sparked a 2% uplift in **Science** page views. Interest in **Seismology** surged 9x, with **Geology** up 5.6x and **Volcanology** up 5.1x. The same event drove a 6.1x spike in **Greece**-related page views, as travellers looked into safety and travel conditions.

Finally, **Video Gaming** has seen a +4% level-up after the release of Nintendo's Switch 2. A new Fortnite update also triggered an 8.2x boost in **Music & Party Gaming**, as players explored the new superhero-themed map.

## SEASONAL EVENTS

After five days of celebration, Eid al-Adha festivities finish today. The religious holiday has sparked a divine +53% surge in **Religion & Spirituality** engagement, with **Islam**-related page views up 3x week on week.

With Father's Day on Sunday, 15 June fast approaching, engagement with content related to celebrating Britain's dads is on the rise. From the **Family & Relationships** content category, **Parenting** page views grew by +15%. Meanwhile, the **Men's Accessories** (+45%), **Gifting & Cards**, **Dining Out** (+15%), **Alcoholic Drinks** (+11%) and **Personal Celebrations** (+7%) topics all rose.

Seasonal sport, including the aforementioned Epsom Derby and the French Open, boosted **Horse Racing** and **Tennis** page views by +34% and +12% respectively.

Finally, the return of ITV's hit reality TV show Love Island – back for its twelfth season – boosted **Reality TV** page views by +9% as telly fans followed the latest coverage.