



# READING THE NATION

8 June – 15 June 2025



# Tragedy and triumph strike a chord with Brits

## Education

## Travel

## Music & Audio

## Books & Literature

## Automotive

## News & Politics

## Careers

## Hobbies & Interests

## Personal Finance

## Pets

PAGE  
VIEWS

WoW  
GROWTH

7.7m

+65%

53.7m

+15%

14.7m

+13%

4.9m

+9%

13.6m

+4%

205.8m

+3%

12m

+2%

12.1m

-2%

16.8m

-4%

4.6m

-4%

Beyoncé in London: Cowboy Carter Tour timings, set list, last-minute tickets and everything you need to know

All the info you need for Beyoncé's 'rookie' 'tween' six-night run at Tottenham Hotspur Stadium, with last-minute tickets still up for grabs



Harry Potter and the Cursed Child  
Tom Felton to reprise role as Draco Malfoy in Harry Potter and the Cursed Child

Actor to make Broadway debut in play set 19 years after events of the final book in J.K. Rowling's fantasy series



'They are making young people ill': is it time to scrap GCSEs?

They have shaped the fortunes of young people in the UK for four decades. But now even the former education secretary who introduced them wants to scrap them



Royals gather on Buckingham Palace balcony for Trooping the Colour flypast

The King's official birthday was marked with a carriage procession to Horse Guards Parade

King holds a rarest silence for Air India crash victims



## TOPICAL NEWS

**News & Politics** has seen a +2% uplift, with a 2.7x increase in **Air & Space Accidents** page views following Air India's tragic crash. There has been a related 3.2x increase in **Air Travel** page views as readers sought out travel safety guidelines following the disaster.

**Books & Literature** page views are up +9% as Harry Potter fans rejoice upon Tom Felton's return to the role of Draco Malfoy in the West End's Harry Potter and the Cursed Child, resulting in a magical 23x surge in **Young Adult Literature** page views.

**Music & Audio** is having a standout week, with the announcement that the 2026 BRIT Awards will move from London to Manchester driving a 2.5x uplift in interest around **Awards Shows**.

Capital's Summertime Ball and Beyoncé's final London shows have also contributed to a 2x boost in engagement with **Concerts and Events**. On a more sombre note, the passing of Brian Wilson from The Beach Boys has sparked a notable +40% increase in **Pop Music** page views.

## SEASONAL EVENTS

The historic Trooping the Colour, at which King Charles honoured the victims of the Air India crash, took place over the weekend, contributing a +23% uplift in **Historic Events** page views, as Brits flocked to Buckingham Palace.

Parklife, Download, and Lido Festival all took place over the weekend, doubling **Festival** page views. And with festival season in full swing, **Holiday Shopping** saw a fashionable 4x rise in page views with seeking out summer outfits trending.

Exam season has finally come to an end, leading to a +65% rise in **Education** page views, driven by a +92% spike in **Educational Assessment** and a +38% increase in **University** page views, as students begin planning their next steps.

Father's Day on Sunday contributed to a +5% and +11% lift in **Gifts & Greeting Cards** and **Bars & Restaurants** respectively, as families came together to celebrate Dad.

In sports, J.J. Spaun's US Open win drove a +53% rise in **Golf** page views, while South Africa's World Test Championship victory over Australia scored +37% growth for **Cricket**.