

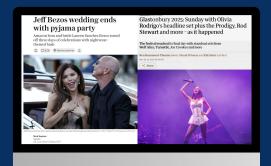
OZONE

23 June – 29 June 2025

## Glastonbury takes centre stage as Britain swelters

PAGE WoW VIEWS **GROWTH** Music & Audio 29.9m +117% **Events & Attractions** 64.2m +51% **Healthy Living** +47% 10.1m **Arts & Culture** 4.9m +18% **Hobbies & Interests** 13.3m +17% 55.9m +17% Travel **Video Gaming** +15% 1.0m **Personal Finance** 16.7m +13% **Books & Literature** 4.8m +13% **Pop Culture** +10% 82.3m







## **TOPICAL NEWS**

**Events & Attractions** page views were up 51%, and it wasn't just Glastonbury fans driving the spike. Jeff Bezos' divisive wedding in Venice sparked a surge in **Weddings** page views, which soared 3.9x as online readers took a glimpse into the billionaire's lavish celebration. Meanwhile, **Women's Formal Wear** experienced an extraordinary 8.7x uplift, as celebrity guests turned heads in their finest attire.

**Healthy Living** skyrocketed 47% as weight loss jabs Ozempic and Monjouro once again stole headlines, with **Weight Loss** boosted by 2.4x. Similarly, **Healthy Eating & Cooking** has also increase 37% as readers get ready for their summer holidays.

Meanwhile, **Travel** interest rose by 17%, with **Travel Locations** page views climbing 31%, as heatwave warnings were issued across popular travel destinations.

**Personal Finance** page views increased 13%, driven by uncertainty around Prime Minister Keir Starmer's proposed benefits cuts, which encouraged a 79% uplift in **Government Support & Welfare** page views.

## **SEASONAL EVENTS**

Glastonbury took centre stage at the weekend as music lovers celebrated the UK's biggest festival of the year. **Events & Attractions** saw a 51% uplift, with **Festivals** page views skyrocketing 5.7x and **Concert & Music Events** up 4.6x, as Brits tuned into the energy of the weekend.

**Music TV** page views also rose 42% as fans who couldn't make it to the fields tuned in from the comfort of their homes, soaking up the Glastonbury magic on screen.

Music & Audio page views increased a harmonious 2.2x, with Contemporary Hits Pop/Top 40 boosted by 2.8x, Classic Rock by 2.7x, Rock Music by 2.5x and Alternative Rock by 2.3x as festival fans followed headline acts like The 1975, Rod Stewart and Olivia Rodriguez.

On a similar note, **Pop Culture** saw a 10% uplift, with **Celebrity Style** up 2.1x as Brits kept up-to-date with what their fave celebs were wearing on the iconic weekend.

Even **Hobbies & Interests** felt the beat – up 17% – with **Musical Instruments** boosted by 2.4x and **Singing** up 71%.

