



# READING THE NATION

23 June – 29 June 2025



# Glastonbury takes centre stage as Britain swelters

## Music & Audio

## Events & Attractions

## Healthy Living

## Arts & Culture

## Hobbies & Interests

## Travel

## Video Gaming

## Personal Finance

## Books & Literature

## Pop Culture

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

## 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 Monjourio 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%.

