



Reading THE NATION

14 JULY – 20 JULY, 2025



School's out as a viral moment boosts engagement

Education

9.4m

+117%

Television

44.9m

+25%

Science

22.0m

+25%

Healthy Living

10.0m

+15%

Tech & Computing

29.3m

+15%

Video Gaming

0.6m

+14%

Business & Finance

54.5m

+14%

Shopping

9.9m

+12%

Family & Relationships

91.8m

+10%

Style & Fashion

21.4m

+10%

TOPICAL NEWS

A viral moment at a Coldplay concert featuring a now globally recognised tech CEO has shown how powerful social media buzz can be in driving news engagement. **Soft Rock** page views have surged by 35.5x, while **Tech & Computing** is up 15% – with its **Social Network** subsection climbing 43%. Meanwhile, **Human Resources** (within **Business & Finance**) is up an astonishing 1,189x.

In the U.S., Crypto Week on Capitol Hill concluded last week, which saw Bitcoin reach an all-time high of more than \$120k. As a result, **Business & Finance** has seen an uplift of 14%, driven by 2.3x higher **Cryptocurrencies** page views.

Over in **Television** – which is up 25% – drama continues as MasterChef's final remaining presenter, John Torode, has also been sacked following the earlier departure of Gregg Wallace. As a result, **Special Interest TV** has seen page views rocket by 3.5x as Brits read up on what happened.

And finally, the launch of Donkey Kong Bonanza on the new Switch 2 has driven a 14% uplift in **Video Gaming**, with **Strategy Video Gaming** boosted by 45.4x as excitement builds for the new game.

SEASONAL EVENTS

The start of the school summer holidays – and graduation season – has seen **Education** page views rise by 2.2x. Within the category, **Undergraduate Education** has skyrocketed 37.6x, as parents prepared for the final days of the school year. Elsewhere, **Shopping** is also on the up, climbing 12%, with a 3.5x boost in **Gifts & Greeting Cards** as families search for the perfect way to say thanks to teachers.

In **Style & Fashion**, **Children's Clothing** has seen a stylish 3x uplift as parents prepare for six weeks of no uniforms and holiday looks.

With the summer holidays officially in full swing, **Travel** is up 9% – driven by a 17% rise in **Europe** and a 14% boost in **Travel Locations**, as holidaymakers seek last-minute getaways.

It's not just parents getting ready for holidays – **Healthy Living** is up 15%, with a 3.4x jump in **Running & Jogging** as Brits get beach-ready.

The upcoming Love Island Finale has encouraged a 57% boost in **Reality TV** as readers get ready to see who will win.

And finally, wedding bells are ringing! As summer wedding season kicks off, **Wedding** page views are up a glowing 91%.

