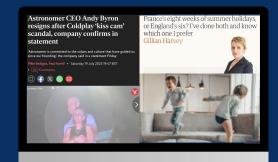


School's out as a viral moment boosts engagement

	PAGE VIEWS	WoW GROWTH
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%.

