



Reading THE NATION

28 JUL – 3 AUG, 2025



Edinburgh Fringe boosts engagement as Storm Floris wreaks chaos

Pets

Science

Hobbies & Interests

Video Gaming

Books & Literature

Events & Attractions

Television

Shopping

Home & Garden

Automotive

PAGE
VIEWS

WoW
GROWTH

5.4m

+78%

18.4m

+26%

15.4m

+23%

0.5m

+16%

4.5m

+15%

48.9m

+13%

39.8m

+10%

8.7m

+9%

12.4m

+8%

12.4m

+7%

TOPICAL NEWS

After weeks of heat, Brits are bracing themselves for Storm Floris. Severe weather warnings are being issued around parts of the UK, boosting **Weather** page views by an electrifying 76%.

In other news, **Events & Attractions** has seen a 13% uplift this week. Ozzy Osbourne's funeral in Birmingham drew thousands who came to pay their respects to the late singer. As a result, subtopic **Funerals** is up 4.3x. Meanwhile, **Classic Hits** (Music & Audio) saw a 2.9x increase as online users reflected on Ozzy's legacy. Elsewhere, celebrations for the Lionesses Euros win continued into this week, surging **Sporting Events** by 18%.

Over in **Shopping**, which is up 9% WoW, excitement is building for the Euromillions jackpot, which is standing at an eye watering £157M. Category subtopic **Lottery & Scratchcards** has seen a 51% uplift as a result as Brits dream up how they would spend the jackpot.

Automotive page views have driven up 7% as the registration renewal date in September fast approaches. **Buying & Selling** content increased 50% WoW. In other news, **Auto Industry** engagement rose 44%, fueled by further compensation developments related to the UK car finance scandal.

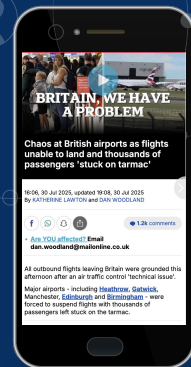
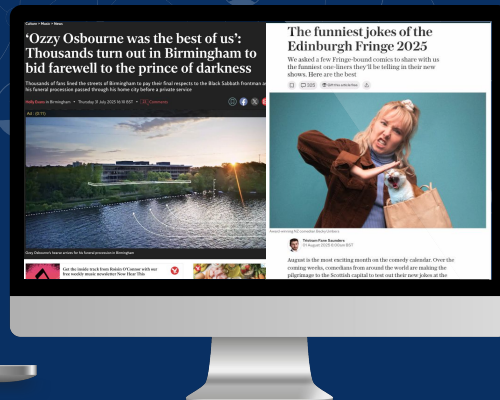
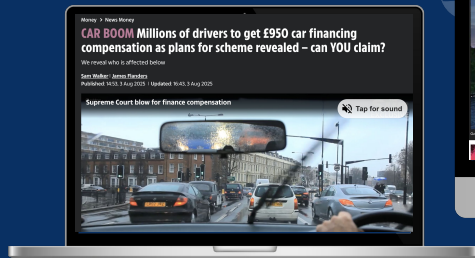
SEASONAL EVENTS

The Lionesses' emphatic Euros 2025 win is still sending waves. **Television** interest is up 10%, driven by **Sport TV** which has jumped 23% as highlights, interviews and behind-the-scenes clips spark interest. Meanwhile, **Football** saw a further 12% boost off the back of last week's open-top bus parade through London.

Airport chaos unfolded across the UK last week, putting many holiday goers on pause following flight delays and cancellations. **Airports** and **Air Travel** were up 2x and 31% respectively as UK holidaymakers caught up on how this could impact them.

In other school holiday news, **Children's' Food** (Family & Relationships) has skyrocketed a staggering 7.9x as parents read up on ways to keep their children healthy and happy over the long summer break.

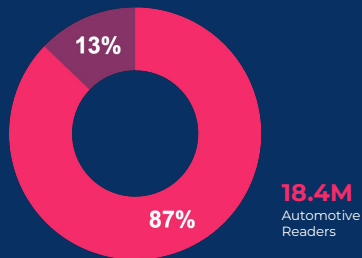
Meanwhile, Edinburgh Fringe Festival is in full swing, and the buzz is undeniable. **Festival** page views have climbed by 8%, with interest in **Comedy Events** surging 11% as anticipation reaches its peak. Related categories are also enjoying a boost, with **Design** up 73% and **Drama** up 68%. However, the eagerly awaited festival isn't exempt from Storm Floris's chaos, with many of the planned events being cancelled. Despite the rocky start, enthusiasm remains high as audiences and artists alike navigate the stormy kickoff.



Looking ahead with Ozone's audiences

Drive engagement for 18m Car lovers with Ozone's Automotive segments

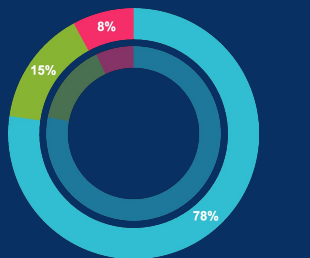
Reach



Legend

- Ozone Reach
- UK Population

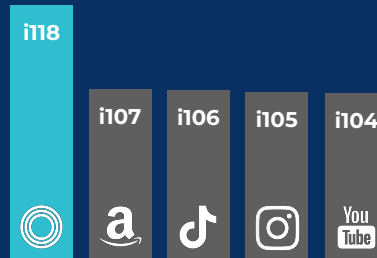
Device Usage



Legend

- Cooking Pros
- Average Reader
- Mobiles
- Desktops
- Tablets

Audience Affinity



Legend

- Ozone
- Competitor Platforms

SHIFT INTO HIGH GEAR THIS SUMMER WITH OZONE'S AUTO ENTHUSIASTS

Leverage Ozone's Audience Connection Platform to connect with engaged car loving audiences during key activation periods from August – September.

With the upcoming Autumn Budget expected to introduce EV incentives, VED reforms and ULEZ-related support, now is the time to charge up your messaging within these market-driving changes to reach motivated car buyers and enthusiasts.

DIARY DATES

