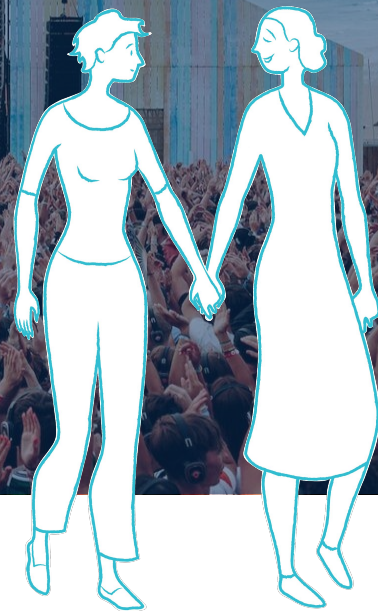




Reading THE NATION



4 AUG – 10 AUG, 2025



Festival season reignites as a viral moment surges engagement

Video Gaming

Style & Fashion

Fine Art

Pop Culture

Property

Shopping

Automotive

Books & Literature

Tech & Computing

Television

PAGE
VIEWS

WoW
GROWTH

1m

+44%

20.9m

+34%

6.5m

+33%

96.9m

+20%

11.4m

+19%

10.1m

+17%

14.4m

+16%

5.1m

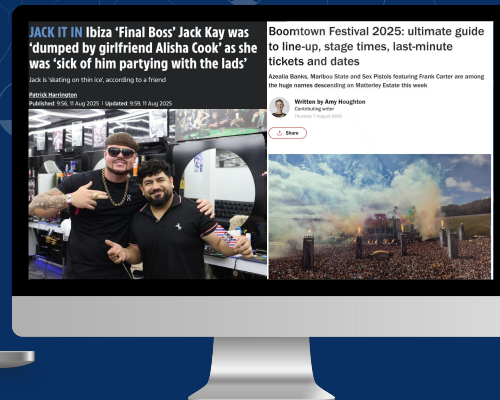
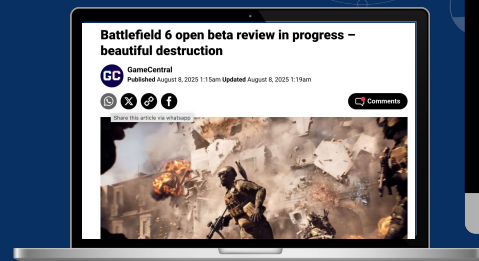
+13%

27.9m

+12%

39.8m

+11%



TOPICAL NEWS

Video Gaming saw an action-packed week, with engagement up 44%. Anticipation for GTA 6 is surging ahead of its 2026 launch, though concerns grow that its mature themes may clash with the UK Online Safety Act, fuelling calls for tougher age rating restrictions **Action Video Game** interest rose 20% as a result. Meanwhile, Battlefield 6's two-day beta testing period over the weekend sparked an 84% surge in **PC Gaming** page hits.

A viral sensation, the 'Ibiza Final Boss', has made waves across the news this week as videos of a man with a unique haircut circulated social media. This viral moment has boosted the **Style & Fashion** Category, with **Mens Accessories** up 2.5x and **Men's Fashion** up 39% as readers rushed to dissect his look.

Irish actor and Soap Opera star, Frank Grimes, sadly passed away this week. **Pop Culture** has surged 20% as tributes roll in for the actor.

Elsewhere, the Bank of England has renewed and dropped interest rates, skyrocketing the **Interest Rates** category by 4.7x as readers catch up on the changes. Meanwhile, the Chancellor, Rachel Reeves has confirmed a tax crackdown, which will impact the tax-free savings allowance. As a result, **Savings** has boosted 99% and **Personal Taxes** 45%.

SEASONAL EVENTS

Festival season continues with iconic Boomtown and Boardmasters both taking place over the weekend. As a result, **Festivals** (Events & Attractions) has seen a 45% spike in interest, and **Music Events** a 10% surge. **Dance and Electronic Music** is up 2.1x, **Hip Hop Music** 3.6x and **Alternative Rock** 51% as readers tuned into the events of the weekend.

Meanwhile, the Edinburgh Fringe enters its second week, with **Fine Art** engagement climbing 33%, **Theatre** enjoying a 36% boost, and **Drama** delivering a 2.9x WoW surge.

Brits are stepping up the excitement for Strictly Come Dancing's 2025 season this September. **Television** engagement is up 11%, with **Reality TV** and **Special Interest TV** enjoying a lively 23% and 45% lift respectively as Brits look into this season's cast.

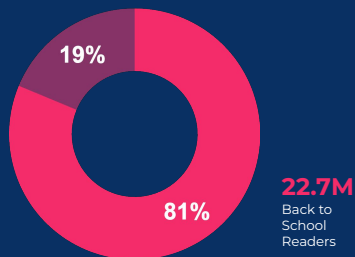
Meanwhile, families are continuing to prep for last minute holidays. **Shopping** is up 17% WoW, with **Holiday Shopping** seeing a sunny 14% boost. However, back to school season is fast approaching with students preparing for A-level results this Thursday. **College Life** is up 4.1x and **Educational Assessments** 43%.

Finally, the car upcoming registration renewal has accelerated the **Automotive** category by 16% as Brit's look into new models, with sub category **Auto Type** up 38%.

Looking ahead with Ozone's audiences

Fuel the Back-to-School Rush with Ozone's parents and students

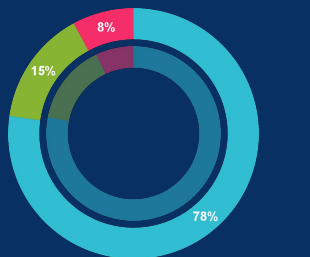
Reach



Legend

- Ozone Reach
- UK Population

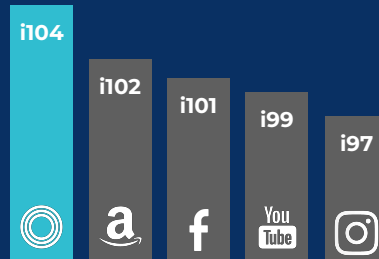
Device Usage



Legend

- Parenting
- Average Reader
- Mobiles
- Desktops
- Tablets

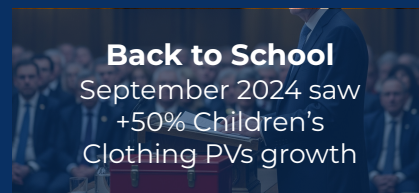
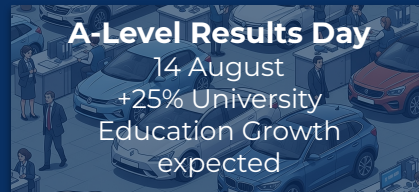
Audience Affinity



Legend

- Ozone
- Competitor Platforms

DIARY DATES



**GET READY FOR
BACK TO SCHOOL
WITH OZONE**

Tap into Ozone's Audience Connection Platform to engage highly active parents and students during peak engagement from August to September.

With A-Level and GCSE Results Day sparking major surges in education interest and the back-to-school season fueling demand for children's clothing and essentials, now is the ideal moment to refine your message and engage audiences ready to act.