



Reading THE NATION

10 AUG – 17 AUG, 2025



A-Level results day surges education and back to school engagement

Education

Video Gaming

Home & Garden

Pop Culture

Automotive

Sport

Careers

Personal Finance

News & Politics

Science

PAGE VIEWS	WoW GROWTH
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6.6m	+88%
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1.1m	+44%
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12.4m	+9%
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98.8m	+2%
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14.6m	+2%
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87.9m	+1%
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11.4m	+1%
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18.4m	0%
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196.8m	0%
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19.0m	0%
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Top Trump envoy says Putin agreed to 'game-changing' security protections for Ukraine at Alaska summit with U.S. president

AP

UK cinemas to host KPop Demon Hunters sing-alongs

Netflix summer hit in which girl band Hunter's protect fans from supernatural threats will appear on the big screen over bank holiday weekend

A-level results day 2025: What time will my grades be released?

Plus everything you need to know about grading, Ucas and getting into university

By GPH



Five things to look out for this weekend Premier League: to things to look out for on the opening weekend

Another new era at Tottenham. De Gea can shine for Brighton and Aston Villa remind us this is a business

Guardian sport

By 10 Aug 2025 08:00:00

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1/25

TOPICAL NEWS

US President Trump's efforts to pursue a peace deal for Ukraine with his Russian counterpart President Putin came to a head last week after their Alaskan summit. **Foreign Policy** content surged 2.4x, **Heads of State** rose 68%, and **Politics** climbed 7%. Ukrainian President Zelensky's meeting with Keir Starmer at No. 10 also captured attention, further boosting these categories.

Over in film, K-Pop Demon Hunters has become Netflix's second-most successful movie ever and its top animated film, breaking records across the board and boosting **Children & Family Movies** by 45%. The viral sensation isn't only rewriting streaming history, its breakout songs have also climbed into the global Top 50, driving a 61% surge across **Contemporary Pop / Pop/Top 40** page views.

It's been another scorcher in the UK, with Brits making the most of the final weeks of summer. **Weather** page views climbed 19%, **Amusement & Theme Parks** soared 16% and **Barbecues & Grilling** firing up 15% as Brits sought out ways to enjoy the late summer sun.

Next month, the return of Strictly Come Dancing for its 23rd season continues to spark engagement, with **Reality TV** waltzing up 4% as fans catch up on this season's cast.

SEASONAL EVENTS

Education has surged 88% WoW off the back of A-Level Results Day last Thursday. With thousands of students receiving their results, **Educational Assessment** is up 2.8x. **University Life** has climbed 2x, with **University Education** soaring 2.4x as students plan their next steps. With GCSE Results Day this Thursday, expect these education trends look set to continue.

In turn, back-to-school season is nearly upon us, and students preparing for uni life have boosted **Household Supplies** (Shopping) by 3.4x as they prepare for life away from home. Meanwhile, 2025 graduates are taking their first steps into work, driving a 1% lift in **Careers**, with **Job Fairs** soaring 9.9x and **Job Searches** doubling as they hunt for open roles.

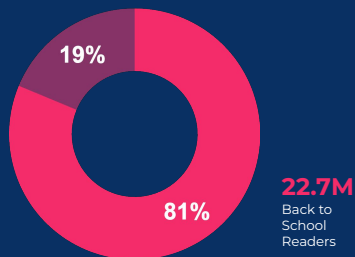
In other news, the **Automotive** category continues its steady growth ahead of the car registration renewal season in September, rising 1% as motorists get ready for the change. Interest in new vehicles has also lifted the **Auto Type** content topic by 21%.

Over in **Sport**, up 1% Wow, fans are rejoicing as the Premier League has returned. With excitement building for the new season of Football, **Fantasy Sports** has surged 3.7x as readers prepare their dream teams. Meanwhile, **Golf** content has surged 61% as fans prepare for the US Open in September.

Looking ahead with Ozone's audiences

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

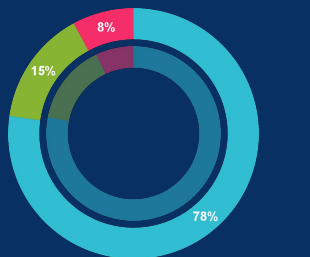
Reach



Legend

- Ozone Reach
- UK Population

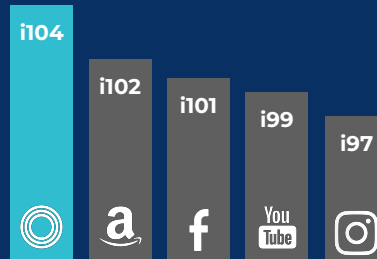
Device Usage



Legend

- Parenting
- Average Reader
- Mobiles
- Desktops
- Tablets

Audience Affinity



Legend

- Ozone
- Competitor Platforms

**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.

DIARY DATES

