



READING THE NATION

11 Jan - 18 Jan, 2026



Milan fashion week boosts engagement as Winter Olympic Hype begins

	PAGE VIEWS	WoW GROWTH
Property	10m	+45%
Home & Garden	10.3m	+31%
Video Gaming	1m	+19%
Books & Literature	4.8m	+16%
Fine Art	5.1m	+9%
Style & Fashion	12.9m	+7%
Food & Drink	24.8m	+7%
Careers	8.7m	+6%
Shopping	8.5m	+6%
Music & Audio	12.2m	+2%

TOPICAL NEWS

News of an upcoming Lara Croft TV series, starring Game of Thrones actress Sophie Turner in the lead role, is helping to fuel a lively 19% surge in **Video Gaming**. **Action-Adventure Games** are booming at 2.4x growth, while **Strategy Games** are shooting up by an impressive 7.8x. Paired the recent release of *Fallout*, which returned for a second season on Amazon Prime, points to a continuing trend: video games are increasingly making the leap from consoles to streaming screens.

Elsewhere, **Property** has surged by 45%, driven by renewed interest in the market in the new year. This follows a Rightmove report showing that property asking prices have seen their biggest rise in the past 25 years. Engagement in this category has been fuelled by strong growth across subtopics **Apartments**, up 2.6x, and **Houses**, up 71%.

Meanwhile, those who already own are eyeing up the home trends and styles shaping 2026, uplisting **Home & Garden** content by 31% as audiences look to update their homes, with **Remodelling & Construction** soaring 3.1x, **Furniture** 2.6x and **Interior Decorating** by 27%.

The Netflix adaptation of Agatha Christie's *Seven Dials* has sent **Books & Literature** content soaring, with particular interest in **Mystery Novels**, up 44% and **Bestsellers**, skyrocketing 19x. This spike in **Bestsellers** is also being driven by audience curating their 2026 reading lists.

SEASONAL EVENTS

The impact of the Golden Globes last Sunday has continued into this week, with further growth into the **Awards Shows** category, up an additional 47% week on week. **Celebrity Style** content has also shot up 43% as fans checked out what their favourite stars wore on the night.

Style content is taking charge elsewhere as Milan Fashion Week continues into this week, strutting **Style & Fashion** up 7%, with a focus on **Beauty**, up 32%, **Women's Jewelry & Watches**, up 85% and **Men's Clothing**, up 58%.

The Australian Open, continuing into this week, is serving up fresh engagement, with **Tennis** content seeing a 17% surge. Meanwhile, as the Winter Olympics in Milan draw closer, interest in **Winter Olympic Sports** has jumped by 4.6x, alongside a 7% rise in **Italy** travel content. View our [Winter Sports insights](#) for a closer look.

Now past the halfway mark, Dry January continues to influence audiences. **Food & Drink** is up 7%, driven by a 58% rise in **Non-Alcoholic Beverages** as audiences look for new alternatives. Conversely, **Alcoholic Beverages** is also seeing a 42% lift in engagement. With other health interest continuing, **Healthy Cooking & Eating** is up 17%.

Careers content is picking up with a 6% boost as the new year continue to bring fresh job openings and renewed applications, driving a 14% rise in **Job Search** content.