



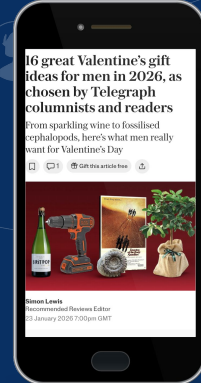
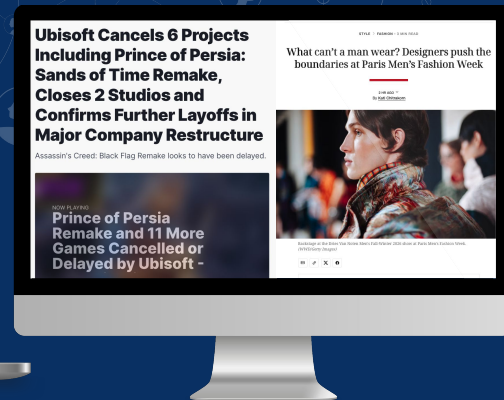
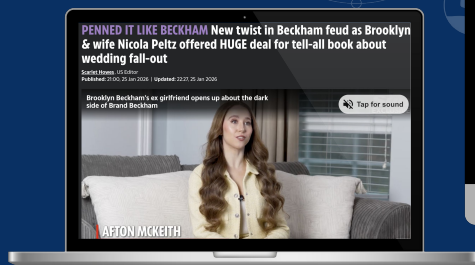
READING
THE NATION

18 Jan - 25 Jan, 2026



Beckham family drama drives engagement

	PAGE VIEWS	WoW GROWTH
Video Gaming	3.2m	+265%
Fine Art	14.4m	+180%
Pop Culture	115.6m	+35%
Tech & Computing	32.4m	+24%
Music & Audio	13.8m	+13%
Family & Relationship	65.9m	+9%
Shopping	9.2m	+8%
Style & Fashion	13.9m	+8%
Events & Attractions	47.1m	+7%
Hobbies & Interests	11.1m	+6%



TOPICAL NEWS

Britain's favourite family, the Beckhams, have driven a surge in engagement across Ozone's Audience Connection Platform this week following reports of a public feud with their eldest son, Brooklyn. His viral Instagram statement has lifted **Pop Culture** engagement by 35%, fuelled by a 3.2x rise in **Celeb Families** and a 12% increase in **Celeb Scandal**. **Weddings** (Events & Attractions - up 7%) has also seen a 6.2x spike as audiences revisit the reported drama around Brooklyn's 2022 wedding.

Elsewhere, video game developer Ubisoft has announced a major restructure and the cancellation of several projects. As a result, the **Video Gaming** category has seen a booming 3.65x surge in engagement as fans catch up on the news and how this could impact them, led by **PC Games** (up 6x), **Console Games** (up 4.9x), **Video Game Genres** (up 4.2x) and **Action-Adventure Games** (up 4.5x).

Harry Styles fans are dusting off their feather boas after the pop star has announced his next UK tour following a 2026 album announcement. **Music & Audio** has chimed it's way up 13%, driven by **Contemporary hits/pop/top 40** (up 78%) as fans catch up all things Harry Styles.

Over in Sport, the UFC match Pimblett vs Gaethje live saw **Martial Arts** kick its way up 8x as Brits tuned in to watch Pimblett's brutal defeat, boosting **Betting** content by 39% as fans put on their wagers. Meanwhile, Arsenal's shock loss to Manchester United lit up **Football** content.

SEASONAL EVENTS

Paris Men's Fashion Week last week has driven a spike in **Style & Fashion** engagement up 8%. **High Fashion** is up 3.4x, **Fashion Trends** content increased 3x and **Men's Fashion** saw a 29% uplift as readers tracked emerging styles from the runway.

As a new season of style prepares to hit the shops, January Sales are in full swing pushing **Shopping** content up 8%, with **Sales & Promotions** driving category engagement with a 2.4x. Growth in the category is also being pushed forward by **Lottery & Scratchcards**, up 74% WoW as readers await tomorrow's £14m Euromillions Jackpot.

Growth in the **Shopping** category can also be attributed to the fast approaching Valentine's Day as Brits look for the perfect gift for that someone special. **Gifts & Greeting Cards** has seen a modest 9% increase in engagement - momentum we can expect until the big day. [Read more](#)

As we settle in for the quieter months of the year, **Hobbies & Interests** engagement grows, with 6% increase in engagement last week as Brits look for ways to keep themselves busy. **Arts & Crafts** has knitted itself up 32%, **Photography** has snapped it's way up 40% and **Games & Puzzles** have boosted a thought provoking 15%.

Finally, Awards season is officially in full swing following the Oscar and Brit Awards nominations last week. We can expect to see increased engagement in the coming weeks.