



# READING THE NATION

2 Feb - 8 Feb, 2026



# Major music moments drive engagement



	PAGE VIEWS	WoW GROWTH
Music & Audio	18.0m	+31%
Automotive	13.2m	+28%
Pets	2.6m	+16%
Education	5.5m	+15%
Food & Drink	24.0m	+14%
Personal Finance	16.6m	+14%
Video Gaming	3.8m	+8%
Medical Health	142.7m	+7%
Tech & Computing	36.1m	+7%
Books & Literature	3.7m	+6%

## TOPICAL NEWS

The Winter Olympic Games began on Friday with the opening ceremony and competition getting underway on Saturday. The buzz has seen the **Winter Olympics** category skate its way up 7x, with **Curling** sliding an impressive 70x and **Skiing** jumping 23x. With events running until March 15, engagement is set to continue climbing. Read up on our Winter Olympics insight [here](#).

It's been a big week for sport on screen. The Super Bowl took place last night, delivering a spectacle both on and off the field. Bad Bunny made history during the halftime show as the first all-Spanish performance. We can expect conversation to continue into the week. Alongside the Winter Olympics, this has driven a standout week for **Sports TV** content, which is up 59% week on week.

An 'out of date' environmental policy has thrust road tax into the spotlight, rendering many otherwise roadworthy cars uneconomical due to rising VED costs. The **Automotive** category has driven up 28%, with interest in **Diesel Cars** up 21x, with **SUV** content rising 74%, **Auto Type** up 41% and **Personal Taxes** climbing 29%. With new car registrations arriving next month, **Automotive** engagement will continue. Reach an audience of 16m users right now.

Student loan freezes have sparked clashes in the Commons and boosted **Education** content by 15%, with **University Life** up 13.7x. There was related 14% **Personal Finance** growth.

## Intimate and enormous: Milano Cortina opening ceremony tries something different

The showpiece to kick off the Games happened across multiple venues but politics and protests were also present



## Grammy awards 2026: list of winners

The night's big winners include Bad Bunny, Lady Gaga, Kendrick Lamar, Lizzo, Young and Olivia Dean

Bad Bunny and Kendrick Lamar win big at Grammys

Olivia Dean wins Best New Artist

Steven Spielberg becomes an EGOT after winning Grammy for John Williams documentary

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**HEALTH & WELLNESS** / **HOME & GARDEN**

Skip the grocery store flowers wrapped in plastic. Valentine's Day advice is here

UPDATED 21 HR AGO

By  Stéphanie Holcombe



Making a little extra effort, like wrapping a gift or...

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