



READING THE NATION

2 Feb - 8 Feb, 2026



Major music moments drive engagement

Music & Audio

Automotive

Pets

Education

Food & Drink

Personal Finance

Video Gaming

Medical Health

Tech & Computing

Books & Literature

	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 2.3x. With events running until March 15, engagement is set to continue climbing. Read up on our Winter Olympics insight [here](#).

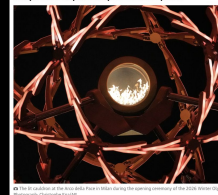
It's been a big week for sport on screen. The Super Bowl took place last night, delivering a spectacle both on and off the field. Bad Bunny made history during the halftime show as the first all-Spanish performance. We can expect conversation to continue into the week. Alongside the Winter Olympics, 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An 'out of date' environmental policy has thrust road tax into the spotlight, rendering many otherwise roadworthy cars uneconomical due to rising VED costs.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 2.1x, 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 Olympic bid to kick off the Games happened across multiple venues but politics and protests were also present

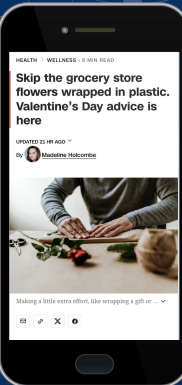


Grammy awards 2026: list of winners

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

Bad Bunny and Kendrick Lamar win big at Grammys ceremony held with anti-ICE sentiment

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



SEASONAL EVENTS

The 68th annual Grammys took place last Sunday, sending **Music & Audio** content soaring by a harmonious 36% as fans rushed to read up on which of their favourite artists took home the golden gramophone. **Soundtracks & TV Shows** content surged 4.9x, while **Contemporary Hits / Top 40** saw a 22% uplift. The event also drove a striking 10.5x increase in **Awards Show** content, with **Celebrity Style** enjoying a 34% boost as audiences caught up on the best looks of the night. With the BRIT Awards and BAFTAs taking place towards the end of this month, you can reach 28.5m 'Culture Vultures' with Ozone. [Read more](#).

Elsewhere, the lead-up to Valentine's Day this Saturday has seen related content bloom as Brits look for the perfect ways to celebrate with loved ones. **Gifts & Greeting Cards** are up 73% week on week, while **Party Supplies & Decorations** have surged 4.4x. Meanwhile, **Food & Drink** content has bubbled up 14%, with the **Dining Out** subcategory growing by 29% and **Desserts & Baking** rising a sweet 13%. With Pancake Day next Tuesday and Mother's Day on Sunday, 15 March, we can expect this content to remain firmly in the spotlight. [Read more](#).

Over in Sport, the Six Nations kicked off with England landing on top in their thrilling clash against Wales on Saturday, sending **Rugby** content flying by 57%. With the tournament continuing into April, we can expect Rugby content to remain at high levels of engagement.