



**READING
THE NATION**

16 Feb - 22 Feb, 2026



February's big cultural moments surge engagement

Video Gaming

Shopping

Pets

Events & Attractions

Food & Drink

News & Politics

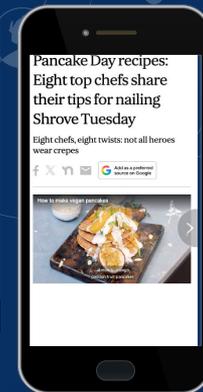
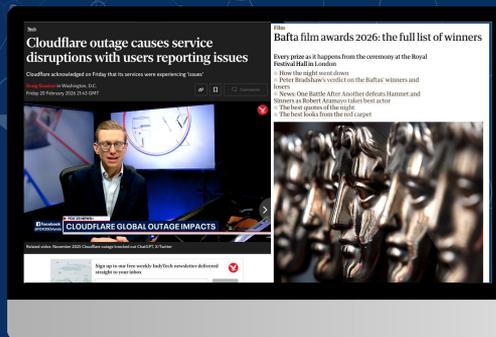
Film

Pop Culture

Business & Finance

Automotive

	PAGE VIEWS	WoW GROWTH
Video Gaming	3.9m	+19%
Shopping	9.5m	+16%
Pets	3.4m	+8%
Events & Attractions	43.3m	+7%
Food & Drink	26.9m	+7%
News & Politics	257.3m	+4%
Film	71.3m	+4%
Pop Culture	91.5m	+2%
Business & Finance	45.1m	+1%
Automotive	41.3m	+0%



TOPICAL NEWS

A Cloudfare outage on Friday disrupted multiple online services, prompting Brits to turn to the news to understand the cause. Notably, a temporary outage affecting Call of Duty sparked backlash among fans, pushing **Video Gaming** content into the spotlight. As a result, **Action Video Games** rose 36%, **Role-Playing Video Games** climbed 30%, and **Console Games** increased 25%.

Elsewhere, a viral moment for Japanese baby monkey, Punch, warmed the hearts of readers. The feel-good story has nudged **Pets** content up 8%, while **Animal Welfare** climbed 11%.

Spring sales are underway, driving a 5.2x surge in **Sales & Promotions** as Brits hunt for the best deals. With Amazon's Spring Deals Day just around the corner, deal-seeking behaviour is set to accelerate further.

The **Winter Olympics** wrapped on Sunday after two weeks of competition, marking Team GB's highest-ever Winter Games medal tally. Coverage generated 37 million page views, with engagement averaging an 8.3x uplift across our platform. Engagement will continue into the Paralympics.

Over in **News & Politics**, up 4%, the US Supreme Court ruling Trump's tariffs illegal sent **International Law** soaring 21x as audiences followed the fallout. Meanwhile, the arrest of Andrew Mountbatten Windsor saw **Police** rise 65%, **Law Enforcement** 63% and **Law** 37% as readers tracked developments.

SEASONAL EVENTS

The 79th BAFTA awards took place last night, supercharging **Awards Shows** content (Events & Attractions) by 2.1x. The **Film** category, up 4% WoW, also saw related growth, with **Fantasy Films** flying a magical 5.7x, **Crime Films** creeping up 85%, **Animation Films** up 38% and **Drama Films** 29% as Brits caught up on the winners of the evening. With the Oscars just weeks away, we can expect this content to stay in the spotlight as anticipation builds for the most prestigious night of the year.

Last week saw a trifecta of religious and cultural events, with Ramadan beginning, Shrove Tuesday (Pancake Day) taking place, and Lunar New Year welcoming the Year of the Horse. Engagement with **Religious Events** lifted 14%, while **Food & Drink** content spiked 4% around the celebrations. **Desserts & Baking** rose 23% driven by Pancake Day, **Healthy Cooking & Eating** surged 2.5x, and **Chinese Cuisine** jumped 88% as audiences marked Lunar New Year. With Easter on the horizon, momentum across food and religious content is set to continue building.

Elsewhere, February Half term last week saw **Events & Attractions** boost as parents sought ways to entertain their little ones. **Cinemas & Events** surged 32% and **Malls & Shopping Centres** 2.9x as the rainy weather kept activities indoors.

Looking ahead, with London Fashion Week taking place this week, we can expect to see related content uplift in next weeks data.