



READING
THE NATION

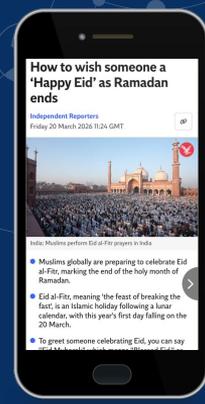
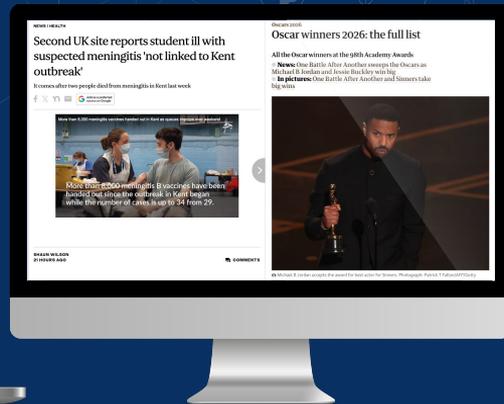
16 March - 22 March, 2026



From Eid to Easter, seasonal moments lift engagement

- Property
- Events & Attractions
- Video Gaming
- Family & Relationships
- Pop Culture
- Films
- Science
- Medical Health
- Healthy Living
- Hobbies & Interests

	PAGE VIEWS	WoW GROWTH
Property	7.9m	+29%
Events & Attractions	51.3m	+14%
Video Gaming	4.6m	+14%
Family & Relationships	73.8m	+13%
Pop Culture	83.1m	+13%
Films	74.5m	+7%
Science	12.8m	+5%
Medical Health	114.6m	+3%
Healthy Living	7.0m	+1%
Hobbies & Interests	11.8m	+1%



TOPICAL NEWS

A slowdown in the UK property market, following the Bank of England's decision to hold interest rates, has pushed up engagement across **Property**, up 29%. This was led by **Buying & Selling**, which rose 59%, and **Renting & Leasing**, up 44% as Brits looked to understand the impact on the UK housing market.

A meningitis outbreak has driven increased engagement across **Medical Health** as Brits seek information on the risks and symptoms. Interest in **Vaccines** surged 44x, while **Infectious Diseases** rose 4.5x and **Epidemics** increased 3.9x as audiences looked to understand the situation and how to stay protected.

A warm, sunny spell last week saw Brits head outdoors in full force, filling parks and pubs across the country. This drove **Weather** up a sunny 13%, **Events & Attractions** up 14%, and subcategory **Bars & Restaurants** up tipped up 10% as people made the most of the sunshine.

Elsewhere, the iconic show Saturday Day Night Live made its UK debut at the weekend on Sky One, led by Tina Fey. The show was met with a warm response, and saw **Comedy TV** rise 28% as Brits caught up on the top skits of the night.

The long-awaited release of Crimson Desert last week drove a 14% boost in **Video Gaming** engagement, with **Action-Adventure Games** up 29%, while PC Games rose 4% and **Console Games** 3% as fans explored the new game.

SEASONAL EVENTS

The 98th Academy Awards took place last Sunday, and it's impact is clear across Ozone's Audience Connection Platform as Brits catch up on the night's biggest winners. **Cinemas & Events** surged 2.1x, while **Film** engagement rose 7%, driven by **Action & Adventure Films** (up 3.4x) and **Comedy Movies** (up 3.1x). **Pop Culture** also felt the boost, rising 13% WoW as audiences followed the stories and standout moments from the night. **Celebrity Relationships** climbed 28% as Brits caught up on their favourite couples.

Friday marked the end of Ramadan as many celebrated Eid al-Fitr. As a result, **Religious Events** rose 41%, contributing to the 14% uplift in **Events & Attractions**. With Easter just a couple weeks out, we can expect engagement with the **Religious Events** subcategory to continue.

Early signs of Easter are already driving engagement across the platform. **Hobbies & Interests** is on the rise as children get stuck into spring crafts, led by **Painting** (up 2.8x) and **DIY Crafts** (up 3.3%). **Parenting** has also lifted 17% as families prepare for the upcoming Easter break. Looking ahead, we expect further growth across **Food & Drink** as Brits plan Easter feasting, alongside **National & Civic Holidays** as audiences get ready for the long weekend. [Find out more.](#)

Finally, over in Sport, the EFL Cup final on Sunday saw Man City defeat Arsenal 2-0, kicking up **Football** content by 5%. With the World Cup near, we expect engagement to soar. [Catch key insights on our World Cup Webinar](#) recording.