

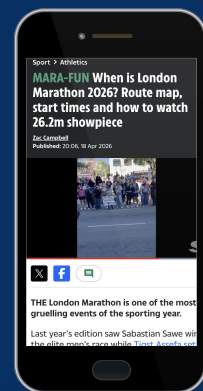
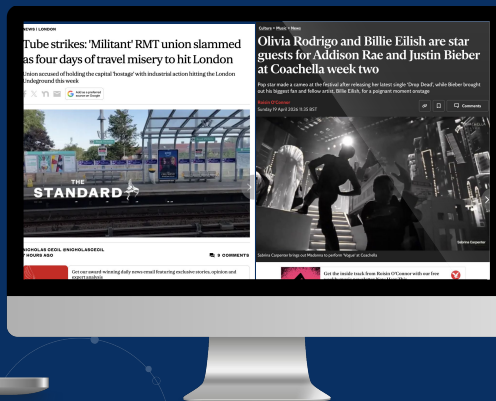
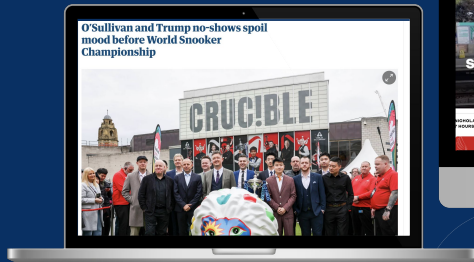


READING THE NATION

12 April - 19 April, 2026



Coachella kicks off festival season



	PAGE VIEWS	WoW GROWTH
Education	3.8m	+36%
Healthy Living	7.1m	+27%
Music & Audio	15.0m	+15%
Travel	32.6m	+14%
Tech & Computing	21.4m	+13%
Pop Culture	76.3m	+10%
Shopping	7.9m	+7%
Careers	9.6m	+6%
Pets	5.4m	+4%
Business & Finance	44.1m	+3%

TOPICAL NEWS

Travel content has risen 14% amid a wave of disruption. With the looming threat of flight cancellations due to fuel shortages as a result of ongoing global conflict, **Air Travel** has taken off with a 56% lift as Brits seek to understand if their travel plans may be impacted.

Also in **Travel**, upcoming Tube strikes in London are expected to cause significant commuter impact, pushing more Brits to explore alternative routes. **United Kingdom** travel has increased 36%, alongside **Travel Type** up 13% as audiences look into their options. We can expect further uplift in railway-related content into next week following the strikes. **Careers** content, up 6% WoW, has also been impacted by the strikes, with **Vocational Training** up a staggering 721x, and **Remote Working** is up 2.1x

Elsewhere **Shopping** content has surged 7% as the Euromillions jackpot reaches £114 million, sending **Lottery Ticket & Scratchcard** engagement soaring 69% as Brits look to related content to find out if they could be a winner.

Over in **Sport**, the ongoing Snooker World Championships saw a 52% increase in **Snooker** engagement, which is expected to continue until the championship concludes on Monday, 4 May.

SEASONAL EVENTS

Coachella Weekend 2 came to a close last night, marking the end of the iconic festival. **Music & Audio** struck up 15% as audiences caught up on the weekend's biggest sets. **Adult Contemporary** surged 5x, **Dance & Electronic Music** 4x and **Top 40** rose 84%.

Known as much for its fashion as its music, the festival also drove a lift in **Style & Fashion**, with **Body Art** up 2.25x and **Women's Fashion** rising 6% as audiences caught up on the best festival looks. **Pop Culture** followed suit, up 10%, with **Celebrity Style** rising 13% as audiences tracked their favourite stars across the weekend. Coachella kicks off the start of festival season, and we can expect engagement with realist topics to continue to surge across summer.

Elsewhere, London Marathon prep is kicking off as the build up to the major event on the weekend continues. **Healthy Living** has risen 27% WoW, driven by **Running/Jogging** content, which has paced up 3.7x. **Wellness** has jumped 2.2x and **Fitness & Exercise** 48%.

Over in **Education**, National Offer Day last week has surged related content by 36% as Primary School places for September 2026 were released. As a result, **Primary Education** boosted 2.8x.