

READING
THE NATION

4 May - 10 May, 2026



Pop culture surges around major celeb moments

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PAGE VIEWS

WoW GROWTH

4.5m

+53%

1m

+48%

68.5m

+36%

86.5m

+34%

12.5m

+28%

82.8m

+21%

12.1m

+20%

7.4m

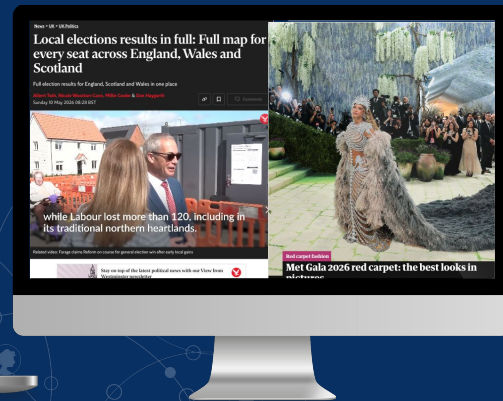
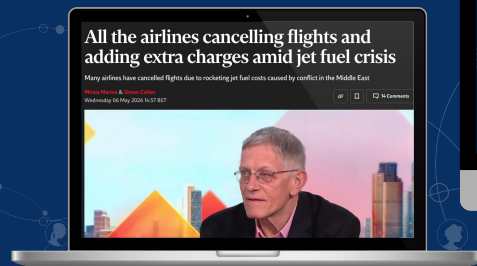
+20%

13.0m

+19%

10.7m

+16%



TOPICAL NEWS

Last week's elections brought a major political shake-up: Labour lost over 1,000 local council seats, the SNP triumphed in Scotland, and Plaid Cymru secured a historic victory in Wales. The drama lifted **News & Politics** by 12% – driven by a 70% spike in **Politics** and a massive 7.7x rise in **Elections** as Brits tracked the results.

Elsewhere, a Hantavirus breakout on a cruise ship has raised alarm, pushing **Infectious Diseases** engagement up by 6.6x. **Travel** has also been impacted, up 14%, driven by 4.5x **Cruises** engagement. **Travel** interest has also risen due to uncertainty around looming flight cancellations amid jet fuel shortages, with **Air Travel** soaring 31%.

Over in **Video Gaming**, up 47% WoW, Nintendo reporting that it will be raising the price of its latest console, the Switch 2, has driven a flurry of activity to the category. The release of Mortal Kombat 2 in cinemas has also surged engagement, with **Adventure Video Games** surging 105x.

National treasure Sir David Attenborough celebrated his 100th birthday last week, with tributes pouring in across the country. The milestone lifted **Zoology** 19% and **Factual TV** 2.2x as audiences revisited his iconic documentaries.

Sport rose 21%, driven by a 19% lift in **Football**. Dramatic Premier League title races in England (Arsenal vs. Man City) and Scotland (Celtic vs. Hearts), and a trio of English clubs reaching Europe's three major cup finals drove the drama.

SEASONAL EVENTS

The Met Gala last Monday saw celebrities take to the red carpet dressed to impress for this year's 'Costume Art' theme. **Pop Culture** glammed up 34%, driven by a 4.8x surge in **Celebrity Style**, while **Celebrity Relationships** rose 78% as audiences followed the couples stealing the spotlight on the carpet. Off the back of the gala's record-breaking fundraising total of \$42m, **Non-profit Organisations** also rose 31%.

Pop Culture also received a boost from the BAFTA TV Awards on Sunday night, which saw **Adolescence** make history with a record-breaking four awards. We can expect engagement across **Television** to continue growing throughout the week with audiences catch up on the winners and standout moments.

The beginning of GCSEs last week, and A Levels today, has surged **Education** content by 53% as readers seek to keep on top of key information. **Educational Assessment** is up 85% as a result, and we can expect interest to remain high across exam season.

Home & Garden continues its upward trend of growth with a further 28% uplift this week. With anticipation building ahead of Chelsea's Flower Show next week, **Gardening** has blossomed 39%.

Finally, the 70th Eurovision Song contest takes place this week, and we can expect **Music & Audio** to feel the impact.