



READING
THE NATION

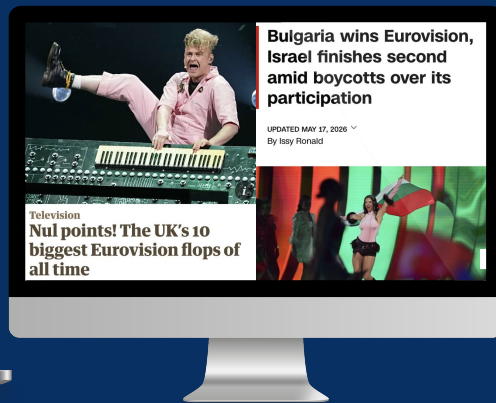
11 MAY – 17 MAY, 2026



Pop, culture and sport dominate



	PAGE VIEWS	WoW GROWTH
Music & Audio	17.6m	+46%
Television	41.3m	+27%
Books & Literature	3.7m	+21%
Events & Attractions	44.1m	+15%
Careers	9.1m	+14%
Healthy Living	5.9m	+12%
Education	5.1m	+12%
Tech & Computing	23.5m	+12%
Personal Finance	16.6m	+11%
Style & Fashion	14.6m	+5%



TOPICAL NEWS

Music & Audio surged 46% – the week's standout mover. Eurovision 2026 dominated throughout, with Bulgaria claiming a historic first-ever victory at the Vienna Grand Final on 16 May. **Television**, up 27%, was lifted by a 20x increase in Music TV engagement. In other music news, Madonna, Shakira and BTS have been announced as the World Cup final halftime show performers.

Books & Literature climbed 21% in peak International Booker Prize season, with the winner announcement due at Tate Modern on 19 May generating strong shortlist coverage all week. With holiday reading season incoming, **Best-sellers** engagement grew 3.5x.

Technology & Computing rose 12%, with the Elon Musk vs. OpenAI trial driving the tech news agenda. Sam Altman took the stand on 12 May, accused of "stealing a charity" by converting OpenAI from non-profit to commercial enterprise. **AI** engagement is up 35% as a result.

SEASONAL EVENTS

Sport posted 83m page views – the year's second highest total – as the domestic football season drew to a close. Celtic's dramatic fifth successive Scottish Premiership title and Manchester City's FA Cup win over Chelsea drove **Football** up 5%. **Golf** jumped 35% on Aaron Rai's PGA Championship victory, making him the first English winner in over a century. The Red Roses' eighth successive Women's Six Nations title lifted **Rugby** 16%, while a Ronda Rousey vs. Gina Carano bout pushed **Martial Arts** up 10%.

Style & Fashion edged up 5% with the Cannes International Film Festival in full swing, driving **Cinema & Events** to 25% growth week-on-week.

Education rose 12% as GCSE and A-Level exam season took hold, boosting **Educational Assessments** page views by 43%. Finally, a 15% week-on-week increase for **Careers** has been driven by ongoing negotiations between TfL bosses and London Underground unions to avoid this week's planned Tube strikes.