

# CHAMPIONS

CHAMPIONS LEAGUE FINAL 2026



READING  
**THE NATION**

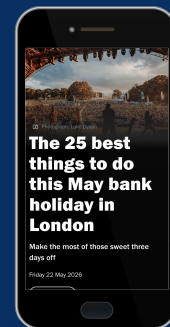
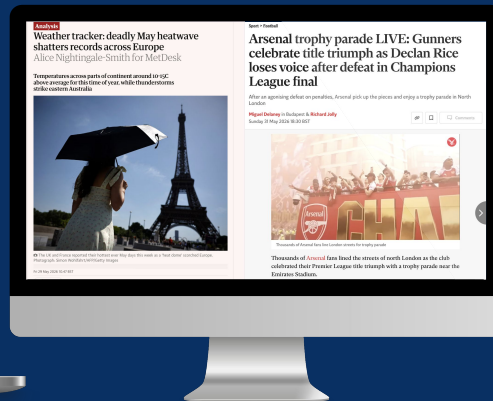
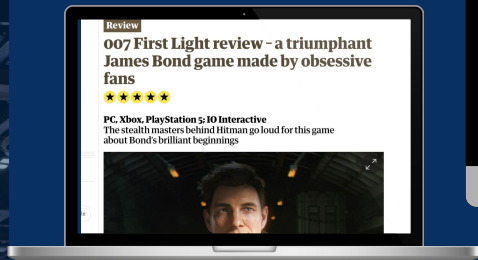
25 MAY – 31 MAY, 2026



# Heatwaves, Half Term and Football Fever surge engagement

- Science
- Home & Garden
- Pets
- Video Gaming
- Tech & Computing
- Healthy Living
- Hobbies & Interests
- Education
- Food & Drink
- Automotive

	PAGE VIEWS	WoW GROWTH
Science	7.9m	+29%
Home & Garden	14.1m	+26%
Pets	6.5m	+16%
Video Gaming	1.1m	+16%
Tech & Computing	7.3m	+15%
Healthy Living	57.6m	+14%
Hobbies & Interests	15.6m	+12%
Education	39.1m	+5%
Food & Drink	28.2m	+1%
Automotive	33.0m	+1%



## TOPICAL NEWS

**Video Gaming** engagement soared 16% last week following EGX, the UK's biggest gaming expo from May 22–24, which generated review content, highlights coverage and gaming news that brought audience attention to Ozone's platform. This growth can also be attributed to the release of 007: First Light, which contributed to a 2.8x uplift in **Role Playing Video Games** and a 10% uplift in **Console Gaming**.

The UK's heatwave continued across last week, pushing **Weather** content up a further 54% as Brits took to the outdoors to enjoy the sun, with **Outdoor Activities** (Events & Attractions) climbing another 25% and **Parks & Nature** up 81%

Concerns over record-breaking temperatures have heated up **Science** content by 29%. **Environment** has surged 32% and **Geography** 52%. Meanwhile, the discovery of a cancer jab that can eradicate tumours in patients has driven a 32% surge in **Biological Science**, as Brits read up on what this could mean for the future of medicine.

The continuation of the heatwave brought a flurry of activity to **Home & Garden** content, up 26% WoW. This was driven by **Home Appliances** (77%) and **Indoor Environmental Quality** (3.4x) as Brits looked for fans and other items to cool down.

Finally, with Tube Strikes taking place this week, we expect related **Travel** content to surge as Londoners plan routes.

## SEASONAL EVENTS

Arsenal's run to the Champions League Final against Paris Saint-Germain on Saturday sent **Football** content flying, up 33% year on year. Sunday's Women's FA Cup Final at Wembley added further fuel to an already electric weekend of football, keeping fans engaged across both the men's and women's game. With the FIFA World Cup just weeks away, engagement shows no sign of slowing. **USA Travel** content has already begun to build, up 8%, as fans plan trips to the host nation, and we expect to see spikes across **Food & Drink, Events & Attractions** and beyond as the biggest sporting moment of the year gets underway.

Half term last week saw a flurry of related engagement with a 5% uplift in **Education** page views, driven by **Primary Education** (15%) and **Undergraduate Education** (18%) as Universities begin to finish for the year. Half term activities saw a 12% boost in **Hobbies & Interests** engagement, with a focus on **Workshops & Classes**, up 43%, as parents looked to keep little ones busy and happy.

The bank holiday weekend saw **National & Civic Holidays** surge 36%. It also gave **Healthy Living** a timely bump, up 14%, as Brits explored running routes, outdoor activities and wellbeing breaks as audiences leaned into the warmer weather and extra time away from work. **Holistic Health** saw a 39% surge, **Nutrition** a 29% boost and **Wellness** an 11% uplift as spring fitness trends continued.