



READING THE NATION

06 JULY – 12 JULY, 2026



World Cup fever powers another week of record engagement

Home & Garden

Sports

Fine Art

Books & Literature

News & Politics

Hobbies & Interests

Music & Audio

Video Gaming

Pop Culture

Television

PAGE
VIEWS

WoW
GROWTH

9.1m

+21%

137.3m

+19%

60.4m

+15%

3.1m

+10%

360.5m

+8%

24.8m

+6%

39.1m

+6%

1.1m

+5%

106.1m

+5%

32.2m

+2%

TOPICAL NEWS

News & Politics continues to stand in the spotlight with an 8% uplift as the UK sets its sights on Andy Burnham's expected appointment as Prime Minister in just a matter of weeks. **Politics** has surged 18% and **Political Issues** 19% as audiences follow Burnham's proposed policy direction.

Heatwaves continue to grip the UK, with **Weather** content maintaining its upward trend with an additional 4% boost. **Home & Garden** engagement is especially feeling the heat, up 21%, driven by a 21% surge in **Home Appliances** as Brits research the best fans and air-con units to keep cool.

Over in **Video Gaming**, the release of Assassin's Creed Black Flag Resynched has sent a flurry of activity to the category, which is up 5% WoW. The long-awaited remake has seen gamers flock to related articles, supercharging both **Video Game Genres** and **Action Video Games** by 30%. News of the iconic Nintendo Switch being discontinued in the UK in 2027 has further fueled the growth of Video Gaming engagement.

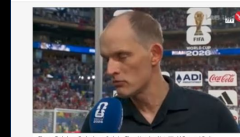
History and art fanatics are sharing their excitement as the famous Bayeux Tapestry arrives at the British Museum for the first time in the 1,000 years since its creation. As a result, **Fine Art** has lifted 15%, driven by a 17% boost in **Design**, while **Museums & Galleries** (within our **Events & Attractions** category) has seen a 16% increase in page views WoW.

England vs Argentina LIVE: Reece James gives injury update ahead of World Cup semi-final

England on two games away from winning the World Cup but still need to go through holders Argentina on Wednesday to reach the final

Reece James on injury update ahead of World Cup semi-final

Monday 16 July 2024 12:00 GMT



Jannik Sinner and the two moments that flipped a marathon Wimbledon final on its head

Sinner's victory came after a marathon Wimbledon final on its head

Jannik Sinner and the two moments that flipped a marathon Wimbledon final on its head

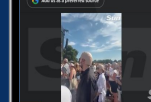
Monday 16 July 2024 12:00 GMT



TO BALDLY GO Pitbull breaks two world records at BST Hyde Park as 22,000 fans wear bald caps to emulate star at record-breaking show

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SEASONAL EVENTS

The summer of sport continues to supercharge **Sport** content across Ozone's audience connection platform, with engagement up 19%. The Wimbledon finals at the weekend saw Jannik Sinner retain his title in the Men's competition against Alexander Zverev, while Linda Noskova claimed the Women's title. As a result, **Tennis** engagement has shot up 23% as fans follow the action.

In **Football**, England's victory against Norway in Saturday's quarter-final has seen the Three Lions progress to the semi-finals, where they will face Argentina on Wednesday. The round-of-16 and quarter-final stages of the FIFA World Cup 2026 delivered Ozone's biggest weekly Football audience to date. The 13.4m Football users represented a 15% rise WoW, more than double the 2025/2026 season average. Weekly audience engagement also hit a record high; Football page views rose 24% WoW, tracking 90% higher than the season average.

Meanwhile, festival season continues to make waves, with **Music & Audio** up a rhythmic 6%. At London's biggest festival, BST Hyde Park, Pitbull's performance broke the record for the largest gathering of people wearing bald caps. In more sombre news, the passing of '80s pop icon Bonnie Tyler has also added to the uplift in **Music & Audio** content. **Pop Culture** has risen 5%, driven by a 39% uplift in **Obituaries** content as tributes for the singer flow in.