



READING THE NATION

13 July - 19 July, 2026



The World Cup ends as summer gets underway

Pets

Film

Careers

Property

Video Gaming

Television

Style & Fashion

Science

Shopping

Food & Drink

PAGE
VIEWS

WoW
GROWTH

5.1m

+68%

12.5m

+20%

20.3m

+13%

10.0m

+12%

1.2m

+10%

35.1m

+9%

37.8m

+7%

7.5m

+5%

36.9m

+2%

28.6m

+2%

As the UK and Europe battle deadly wildfires, what lessons can Australia offer?

Knowledge learned over more than a century in Australia is being tested by worsening fires. It's a familiar narrative around the world



TOPICAL NEWS

Christopher Nolan's latest blockbuster, *The Odyssey*, struck cinemas as a box office hit last week. As a result, **Film** has shot up 20%, driven by **Action & Adventure Films**, up 41%, and **Fantasy Films**, up 16%. **Books & Literature** has also felt the impact, as **Mythology** has flown 19% as movie buffs dive into the ancient literature that inspired the film. In other Film-related news, Jurassic Park legend, Sam Neill, sadly passed last week.

In other celebrity news, Taylor Swift and Travel Kelce, the new IT couple, have sparked headlines as they adopted their first dog, pushing up **Pets** content by 68%, with **Pet Adoptions** up a barking 95%, and **Dogs** 68% as fans read all about the latest addition to the Swift-Kelce family.

Elsewhere, a series of heatwaves have marked a dry start to summer in the UK, where we have seen multiple wildfires take place, pushing **Science** content up 5%, driven by **Environment**, up 6%, and **Geography**, up 21%, as concerned Brits read up about what this record breaking summer could mean for the future of Britain.

Finally, summer sales are in full force, with **Shopping** uplifting 2%, driven by **Sales and Promotions**, up 7%, and **Coupons and Discounts**, up 4%.

The Odyssey review - Nolan goes god-tier with breathtaking epic of men, monsters and moral metamorphosis

★★★★★

Being half Greek to the literary legend, Christopher Nolan arrives on epic-cast to convey the true cost of war with the making of a stirring war film

A classic's verdict
Nolan interviewed
Will women also love The Odyssey?



Spain v Argentina LIVE: Ugly scenes after full time as Spain win second World Cup in their history

Spain 1-0 Argentina (Pen) & Lionel Messi was named as man of the match in Spain's 2-1 victory over Argentina in the final of the FIFA World Cup. The match was held at the Santiago Bernabéu stadium in Madrid on Sunday 14th July 2026.



The 25 best things to do with kids during the school summer holidays in London

The school holidays mean: six weeks of entertaining the little ones beckons. Fortunately London has plenty to do -

SEASONAL EVENTS

After five thrilling weeks, the FIFA World Cup 2026 has officially come to an end. England's nail biting semi final, which saw them knocked out by Argentina, led to an Argentina versus Spain Final last night, where Spain emerged as our 2026 World Cup winners.

This final exciting week of **Football** saw the category sustain its high level growth, with over 94m page views - 2x higher than the 2025/2026 season average. As Brits tuned into the final, **Sports TV** has surged 25%, with further growth expected as fallout from the end of the tournament pushes its final headlines.

Summer has officially kicked off as schools across the UK break up for their summer holidays. **Holiday Shopping** has surged 6%, while **Traveling with Kids** is up 4% as parents prep for their family getaways. **Day Trips** has also powered up 48% while **Arts and Crafts**, up 7%, and **Theme Parks**, up 10%, are also feeling the summer surge, as parents plan daytime activities.

Finally, graduation season is in full swing as Universities close for summer. The year of 2026 are actively looking towards their next adventure, pushing up **Careers** content by 13%, with a focus on **Career Planning**, up 41%, **Career Advice**, up 15%, and **Job Search**, up 10%.