



READING THE NATION

17 August - 23 August, 2026



The return of the Premier League kicks up engagement

Video Gaming

Pets

Books & Literature

Family & Relationships

Property

Film

Tech & Computing

Pop Culture

Music & Audio

Television

	PAGE VIEWS	WoW GROWTH
Video Gaming	2.5m	+124%
Pets	6.1m	+35%
Books & Literature	3.1m	+26%
Family & Relationships	92.0m	+21%
Property	11.7m	+19%
Film	13.2m	+19%
Tech & Computing	4.7m	+16%
Pop Culture	102.7m	+12%
Music & Audio	27.0m	+6%
Television	35.0m	+5%

TOPICAL NEWS

Harry and Meghan, the Duke and Duchess of Sussex, have announced their return to the UK after six years. The shock announcement has pushed **Pop Culture** engagement up 12% as royal fans speculate over the reasons behind the move, with **Celebrity Families** rising 14% and **Celebrity Relationships** 12%.

Elsewhere, **Video Gaming** has supercharged 2.2x following the Esports World Cup, which saw a China-based team crowned champions after seven weeks of competition. The tournament blasted **Esports** engagement up 4.7x. A series of GTA 6 leaks has also fuelled the huge WoW growth, as fans look for a sneak peek at what to expect from the long-awaited game. **Adventure Video Games** surged 3.6x, while **Video Game Genres** grew 3.45x.

The Meta social media trial has kicked off, as the tech giant faces claims that it deliberately designed its platforms to be addictive to younger users. The case has sparked huge interest across **Tech & Computing**, up an electric 16% as Brits follow the latest developments. **Social Networks** has exploded 30x, while **Internet Safety** has surged 2.4x and **Technology Industry** (Business & Finance) has risen 74% as the trial puts the wider tech industry under the spotlight.

And finally, the sudden passing of actress Hayden Panettiere has shocked readers, who have flocked to send in tributes and condolences online, uplifting **Obituaries** by 45%, whilst **Film** has risen 19% as readers explore her legacy.

SEASONAL EVENTS

Not long after the World Cup final, **Football** is back in the spotlight with a 5% boost following the start of the 2026/2027 Premier League season, where the first series of matches took place on Friday. And as Brits look for advice on their Fantasy Premier League (FPL) teams, **Fantasy Sports** has kicked up 75%.

In other sporting news, the recent England V Pakistan Cricket match saw England take the win by a landslide, seeing **Cricket** engagement bat up 16%, a number further pushed by England player, Bryan Carse's arrest following celebrations. Finally, Lando Norris revved into first place at the Dutch Grand Prix, motoring up Auto Racing engagement by 5% as fans follow his victory.

A month of cultural festivals continue in Edinburgh as The Fringe enters its final week, with **Theatre** remaining in the spotlight with a dramatic 31% bump. Alongside Fringe festivities, the Edinburgh Book Festival also enters its final week. **Books & Literature** has uplifted a page turning 26% as a result as fans catch up on the events.

Ariana Grande has arrived at the O2 for 10 nights of her Eternal Sunshine tour, with excited fans flocking to related content to find out what to expect. **Music & Audio** has danced up 6%, with All Points East, which took place over the weekend, also contributing to the rise. And with Reading and Leeds taking place next weekend, we can expect momentum to continue.