



READING THE NATION

14 SEP – 20 SEP, 2026



Ed Sheeran faces the music as tour drama unfolds



Books & Literature

Education

Music & Audio

Pets

Family & Relationships

Healthy Living

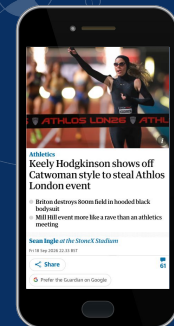
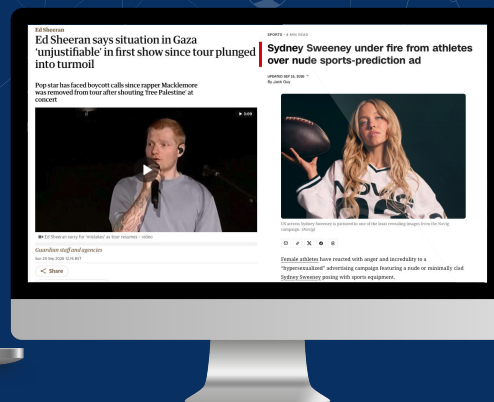
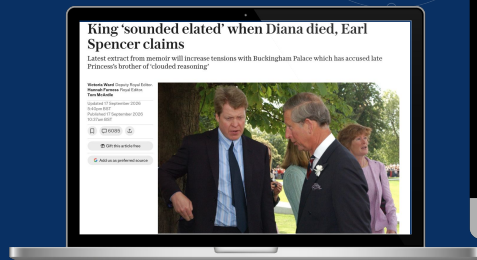
Shopping

Style & Fashion

Video Gaming

Fine Art

	PAGE VIEWS	WoW GROWTH
Books & Literature	5/6m	+54%
Education	31.4m	+29%
Music & Audio	33.1m	+21%
Pets	5.0m	+19%
Family & Relationships	88.4m	+8%
Healthy Living	18.2m	+7%
Shopping	43.6m	+4%
Style & Fashion	44.6m	+4%
Video Gaming	9.5m	+4%
Fine Art	51.9m	+3%



TOPICAL NEWS

Ed Sheeran's US stadium tour was thrown into doubt last week. First, support act Macklemore was fired from the remaining tour dates due to backlash over his statements regarding his support for Palestine; then, Sheeran's entire support and backing band quit; and finally, Sheeran's own public response was criticized. **Music & Audio** has lifted 21% as a result, and **Concerts & Music Events** has flown up 54%. In other music news, Oasis has announced a 2027 tour, sending **Variety Music & Audio** soaring 25%.

Books & Literature has turned the page with a huge 54% uplift, as Earl Spencer's new book about his sister, Princess Diana, makes headlines ahead of its release. The attention has sent **Biographies** soaring 2.5x, as Brits read up on the revelations and stories emerging from the book.

Autumn TV is back, with some of the UK's biggest shows returning to screens. Strictly Come Dancing kicked off its new series over the weekend, while The Celebrity Traitors is set to return next month. With cosy nights in creeping closer and a packed schedule of autumn TV ahead, **Television** and **Reality TV** engagement will be on the rise.

SEASONAL EVENTS

Sport has had a busy week, with action across both sides of the Atlantic driving engagement. Premier League and League Cup fixtures have pushed **Football** up 5%, while the NFL and the first-ever NCAA Union Jack Classic at Wembley have helped **American Football** climb 39%.

Elsewhere, the BMW PGA Championship at Wentworth has driven **Golf** up 40%, while the first ATHLOS London sent **Track & Field** soaring 2.6x. The all-women's athletics meet also sparked conversation off the track, as athletes criticised Sydney Sweeney's controversial Novig campaign.

University students are packing up and heading off to new cities for the start of term, pushing **Education** engagement up 29%, with **Adult Education** rising 92%. As students stock up on everything they need for university life, **Shopping** is also up 4%, driven by a 14% rise in **Household Supplies**.

New York Fashion Week wrapped up last week after unveiling the latest Spring/Summer 2027 collections. **Fashion Trends** and **Women's Shoes & Footwear** both stepped up 9%, while **Women's Fashion** rose 7% within category **Style & Fashion**, up 4%.