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**JUNE 2 – JUNE 8, 2025**



# Pride and politics, plus console wars

## Religion & Spirituality

## Family & Relationships

## Business & Finance

## Tech & Computing

## Travel

## News & Politics

PAGE  
VIEWS

WoW  
GROWTH

2.6m

+58%

66.6m

+10%

59.3m

+9%

25.4m

+2%

30.0m

+1%

186.6m

0%

### Trump and Musk trade insults as row erupts in public view



### Global LGBTQ+ advocates gather 'on Trump's doorstep' at World Pride despite travel anxiety



### Nintendo Switch 2 review: is it worth it?

It's open 48 hours with the new Switch 2 - so does Nintendo's sold-out gaming machine live up to the hype?



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## TOPICAL HEADLINES

The public spat between President Trump and Elon Musk dominated U.S. and global headlines last week. Musk's surprising reversal, spurred by opposition to Trump's tax plan, drove a 9% rise in **Business & Finance** content category engagement, with **Executive Leadership** page views doubling. While **News & Politics** page views remained flat, anti-ICE demonstrations in Los Angeles led to a 2.7x surge in **Protests** page views.

The portable console market is heating up. Nintendo's long-anticipated Switch 2 launched, followed by Microsoft revealing its own handheld during Sunday's Xbox Games Showcase. Both fueled a 2% rise in **Tech & Computing** engagement, totaling over 25m page views last week. Page views for **Consumer Electronics**, **Home Entertainment Systems**, and **Game Console** content each increased by around 50%.

## TOPICAL HEADLINES

In travel news, President Trump's order banning citizens from 12 countries, coupled with earthquakes in Chile and Greece, boosted **Travel** content engagement. Page views for locations like **Europe** and **South America** surged nearly threefold.

## SEASONAL OCCASIONS

WorldPride 2025 celebrations in Washington last week drove a 65% increase in **Gay Life** page views, lifting **Family & Relationships** engagement by 10%. As the American LGBTQ+ community faces friction with the Trump administration's rollback of DEI policies, Pride Month's culture importance in its 50th year.

Finally, Eid al-Adha celebrations for Muslims across the country boosted **Religion & Spirituality** engagement by 58%, with **Islam** page views up over 3.5 times.

