



STATES OF
CONNECTION

DEC 22 2025 – JAN 4, 2026



Holiday season engagement from Travel, Sports and Entertainment

Travel

Style & Fashion

Personal Finance

Soccer

Science Fiction TV

Sports

PAGE
VIEWS

22m

WoW
GROWTH

+17%

10.2m

+12%

14.4m

+34%

6.8m

+13%

3.5m

+48%

44m

+3%

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A fashion editor's guide to last-minute New Year's Eve outfits (and some are already on sale)



12 comments



Critics Choice Awards 2026: Full list of nominees and winners

By Eric Todisco
Published Jan. 4, 2026, 7:19 p.m. ET

Comments



Where to watch Leeds vs. Man United live stream, TV channel, start time for Premier League match



Leeds vs. Man United live stream, TV channel

Here's how to watch this Premier League match in the U.S.:

TV channel: USA Network
Live stream: DIRECTV, NBC Sports

SEASONAL OCCASIONS

Travel engagement rose 7% during Christmas week and accelerated by a further 17% heading into the New Year, as Americans took to the roads and skies to travel for holiday celebrations. Interest shifted from travel logistics to travel inspiration: engagement in **Road Travel** (4x) and **Travel Type** (8%) peaked around Christmas, before a destination-led exploration in the final week of the year, with **Europe** (4.3x) and **Travel Locations** (2.2x) surging as New Year's celebrations drove aspirational planning.

Gifting-driven engagement emerged ahead of Christmas, with growth across **Video Gaming** (50%) and **Women's Jewelry & Watches** (2.3x), reinforcing their role as key gifting categories. Momentum continued into the following week across **Style & Fashion** (12%), as engagement shifted from gifting to New Year dressing, driving strong growth in **Men's and Women's Clothing** up 51% and 47% respectively.

Careers content saw increased engagement over the final two weeks of the year, rising 3% during Christmas week and a further 4% last week, driven by a New Year-motivated increase in **Job Search** (38%) content as career changes planned for 2026. This momentum was reinforced by a 34% increase in **Personal Finance** engagement, led by **Personal Taxes** and **Stocks & Bonds** up 57%, as attention turned to 2026 financial planning following the year's biggest spending month.

TOPICAL HEADLINES

Last week saw major wins at **Critics Choice Awards** driving **Awards Shows** page views up 36%. Growth was bolstered by **Action & Adventure Movies** up 2.4x as *Avatar: Fire and Ash* surpassed \$1 billion globally, dominating the box office over the holiday period. **Television** was also up 12% during Christmas week with focus on holiday watching. **Science Fiction TV** grew over 2x as Chapter 2 of *Stranger Things 5* was released with a further 48% growth as the final episode aired on Dec 31.

The holiday season drove amped up engagement with **Sports** (+3%) with major focus on Bowl Season as **College Football** and **College Sports** interest grew 2x. **American Football** surged 19% as NFL Christmas Day games were followed, while **Soccer** engagement increased 13% as English Premier League holiday fixtures saw major US interest. **Soccer** will continue to grow as we edge closer to the *World Cup* where Ozone is expected to reach 147M+ Americans set to engage with the major tournament. View our World Cup Outlook [here](#).

Recent geopolitical developments drove 19% increase in engagement across **Heads of State** (News & Politics), while Ozone's strict brand safety controls ensure advertisers remain protected throughout the coverage of events.