



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	WoW GROWTH
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22m +17%

10.2m +12%

14.4m +34%

6.8m +13%

3.5m +48%

44m +3%

STATES OF CONNECTION

Source: Ozone 2025. Visit [Ozone Ad Manager](#) for more living audience intelligence.

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.

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



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.

