

★ STATES OF ★  
**CONNECTION**

**JUNE 9 – JUNE 15, 2025**



# Tonys stage Arts & Culture surge

## Arts & Culture

## Books & Literature

## News & Politics

## Travel

## Style & Fashion

## Music & Audio

PAGE  
VIEWS

6.4m

WoW  
GROWTH

+35%

7.9m

+23%

213.5m

+14%

33.1m

+10%

11.6m

+7%

12.9m

+6%

## Tony Awards 2025 winners: AT A GLANCE

MUSICAL CATEGORIES

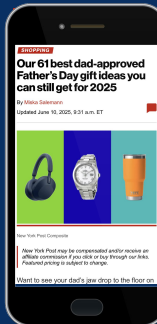
PLAY CATEGORIES



**US news**  
Millions in US expected to join 'No Kings' protests against Trump

Trump's military parade was feared to be the stuff of authoritarians. It was more small-town July 4

The Washington, D.C., parade featured families, picnics and bad weather, **Richard Hall** reports.



## SEASONAL OCCASIONS

The entertainment industry celebrated the best of Broadway. Darren Criss and Nicole Scherzinger took home the best actor and actress prizes at last week's 2025 Tony Awards for their performances in *Maybe Happy Ending* and *Sunset Boulevard*. Maybe *Happy Ending* also won best musical, while *Sunset Boulevard* was named best musical revival, which helped boost engagement in the **Arts & Culture** content category. Page views rose 35% week-over-week, driven by a 91% uptick in **Theater** and 2x higher **Awards Shows** engagement.

Last week's 7% increase in **Style & Fashion** content category engagement was boosted by a 41% rise in **Men's Fashion** page views as American consumers sought out gifting inspiration to celebrate Father's Day. Interest in **Men's Underwear/Sleepwear** (4.2x), **Business Wear** (3.8x), and **Outerwear** (32%) boosted the **Men's Clothing** topics, while there was also 21% growth for **Men's Jewelry & Watches**.

## TOPICAL HEADLINES

Last week, hard news dominated headlines, with the **News & Politics** content category seeing a record 14% rise in engagement to nearly 215m page views. This surge was fueled by ongoing fallout from the Trump administration's response to anti-ICE protests in LA, nationwide 'No Kings' demonstrations, the Israel/Iran conflict, and the tragic Air India disaster. Specifically, content on **Protests & Demonstrations** jumped 7x, **War & Conflicts** doubled, and **Disasters** rose 67%. Additionally, **Armed Forces** page views increased 86% thanks to Flag Day's US Army 250th anniversary parade.

The **Music & Audio** category also saw a 6% week-over-week engagement increase. This was driven by the passing of Beach Boy Brian Wilson, which led to a 35% rise in **Obituary** page views. Meanwhile, **Hip Hop** page views climbed 65% after Kanye West's unexpected appearance at Sean 'Diddy' Combs' RICO trial and his reported name change to 'Ye Ye.'

