



With the Gallagher brothers making up (just about) to take Oasis back on tour, readers flocked to online news brands to see whether the reunion tour was worth the hype.

The day after the band's comeback gig in Cardiff, readers spent a total of **139 million minutes** with online news brands, up **13.4%** compared to the same day in the previous month (122 million).





Noel and Liam (or should that be Liam and Noel?) generated even greater engagement than Glastonbury, according to Ozone.

Among its stable of quality publishers, music and audio content engagement grew by **a further 8%** compared to last week's Glasto coverage, with rock concert content page views up a whopping **680%**.



**When (music) history happens,
people turn to news brands**



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