

Reporting Summary

Nature Portfolio wishes to improve the reproducibility of the work that we publish. This form provides structure for consistency and transparency in reporting. For further information on Nature Portfolio policies, see our [Editorial Policies](#) and the [Editorial Policy Checklist](#).

Please do not complete any field with "not applicable" or n/a. Refer to the help text for what text to use if an item is not relevant to your study. For final submission: please carefully check your responses for accuracy; you will not be able to make changes later.

Statistics

For all statistical analyses, confirm that the following items are present in the figure legend, table legend, main text, or Methods section.

n/a	Confirmed
<input type="checkbox"/>	<input checked="" type="checkbox"/> The exact sample size (<i>n</i>) for each experimental group/condition, given as a discrete number and unit of measurement
<input type="checkbox"/>	<input checked="" type="checkbox"/> A statement on whether measurements were taken from distinct samples or whether the same sample was measured repeatedly
<input type="checkbox"/>	<input checked="" type="checkbox"/> The statistical test(s) used AND whether they are one- or two-sided <i>Only common tests should be described solely by name; describe more complex techniques in the Methods section.</i>
<input checked="" type="checkbox"/>	<input type="checkbox"/> A description of all covariates tested
<input checked="" type="checkbox"/>	<input type="checkbox"/> A description of any assumptions or corrections, such as tests of normality and adjustment for multiple comparisons
<input type="checkbox"/>	<input checked="" type="checkbox"/> A full description of the statistical parameters including central tendency (e.g. means) or other basic estimates (e.g. regression coefficient) AND variation (e.g. standard deviation) or associated estimates of uncertainty (e.g. confidence intervals)
<input type="checkbox"/>	<input checked="" type="checkbox"/> For null hypothesis testing, the test statistic (e.g. <i>F</i> , <i>t</i> , <i>r</i>) with confidence intervals, effect sizes, degrees of freedom and <i>P</i> value noted <i>Give P values as exact values whenever suitable.</i>
<input checked="" type="checkbox"/>	<input type="checkbox"/> For Bayesian analysis, information on the choice of priors and Markov chain Monte Carlo settings
<input checked="" type="checkbox"/>	<input type="checkbox"/> For hierarchical and complex designs, identification of the appropriate level for tests and full reporting of outcomes
<input checked="" type="checkbox"/>	<input type="checkbox"/> Estimates of effect sizes (e.g. Cohen's <i>d</i> , Pearson's <i>r</i>), indicating how they were calculated

Our web collection on [statistics for biologists](#) contains articles on many of the points above.

Software and code

Policy information about [availability of computer code](#)

Data collection	<div>https://github.com/jiangtan01/Herpesviruses-mimic-zygotic-genome-activation</div>
Data analysis	<div>https://github.com/jiangtan01/Herpesviruses-mimic-zygotic-genome-activation</div>

For manuscripts utilizing custom algorithms or software that are central to the research but not yet described in published literature, software must be made available to editors and reviewers. We strongly encourage code deposition in a community repository (e.g. GitHub). See the Nature Portfolio [guidelines for submitting code & software](#) for further information.

Data

Policy information about [availability of data](#)

All manuscripts must include a [data availability statement](#). This statement should provide the following information, where applicable:

- Accession codes, unique identifiers, or web links for publicly available datasets
- A description of any restrictions on data availability
- For clinical datasets or third party data, please ensure that the statement adheres to our [policy](#)

GSE234489, GSE272015, GSE174759

Research involving human participants, their data, or biological material

Policy information about studies with [human participants or human data](#). See also policy information about [sex, gender \(identity/presentation\), and sexual orientation](#) and [race, ethnicity and racism](#).

Reporting on sex and gender	Unknown
Reporting on race, ethnicity, or other socially relevant groupings	Unknown
Population characteristics	Unknown
Recruitment	
Ethics oversight	According to the institutional "Opt-Out" system, which is defined by the National "Code of Good Conduct" [Dutch: Code Goed Gebruik, May 2011]

Note that full information on the approval of the study protocol must also be provided in the manuscript.

Field-specific reporting

Please select the one below that is the best fit for your research. If you are not sure, read the appropriate sections before making your selection.

☒ Life sciences ☐ Behavioural & social sciences ☐ Ecological, evolutionary & environmental sciences

For a reference copy of the document with all sections, see [nature.com/documents/nr-reporting-summary-flat.pdf](https://www.nature.com/documents/nr-reporting-summary-flat.pdf)

Life sciences study design

All studies must disclose on these points even when the disclosure is negative.

Sample size	The number of experiments and replicates was based on standard practices. In general, two or three independent experiments were conducted with three biological or technical replicates where applicable. Details for each experiment are included in the respective figure legend
Data exclusions	No data were excluded from the analysis.
Replication	The experimental findings were reliably reproduced. Data from cell lines were generated using at least three independent biological replicates, and independently repeated as indicated in the figure legends.
Randomization	Randomization is not relevant to our study because it does not contain randomized controlled in vivo research involving animals or human subjects.
Blinding	No blinding was performed.

Behavioural & social sciences study design

All studies must disclose on these points even when the disclosure is negative.

Study description	
Research sample	
Sampling strategy	
Data collection	
Timing	
Data exclusions	
Non-participation	
Randomization	

Ecological, evolutionary & environmental sciences study design

All studies must disclose on these points even when the disclosure is negative.

Study description	<input type="text"/>
Research sample	<input type="text"/>
Sampling strategy	<input type="text"/>
Data collection	<input type="text"/>
Timing and spatial scale	<input type="text"/>
Data exclusions	<input type="text"/>
Reproducibility	<input type="text"/>
Randomization	<input type="text"/>
Blinding	<input type="text"/>

Did the study involve field work? ☐ Yes ☐ No

Field work, collection and transport

Field conditions	<input type="text"/>
Location	<input type="text"/>
Access & import/export	<input type="text"/>
Disturbance	<input type="text"/>

Reporting for specific materials, systems and methods

We require information from authors about some types of materials, experimental systems and methods used in many studies. Here, indicate whether each material, system or method listed is relevant to your study. If you are not sure if a list item applies to your research, read the appropriate section before selecting a response.

Materials & experimental systems

n/a	Involved in the study
<input type="checkbox"/>	<input checked="" type="checkbox"/> Antibodies
<input type="checkbox"/>	<input checked="" type="checkbox"/> Eukaryotic cell lines
<input checked="" type="checkbox"/>	<input type="checkbox"/> Palaeontology and archaeology
<input checked="" type="checkbox"/>	<input type="checkbox"/> Animals and other organisms
<input checked="" type="checkbox"/>	<input type="checkbox"/> Clinical data
<input checked="" type="checkbox"/>	<input type="checkbox"/> Dual use research of concern
<input checked="" type="checkbox"/>	<input type="checkbox"/> Plants

Methods

n/a	Involved in the study
<input type="checkbox"/>	<input checked="" type="checkbox"/> ChIP-seq
<input type="checkbox"/>	<input checked="" type="checkbox"/> Flow cytometry
<input checked="" type="checkbox"/>	<input type="checkbox"/> MRI-based neuroimaging

Antibodies

Antibodies used	a-DUX4, a-VP16, a-ICP0, a-ICP27, a-gD, a-ICP4, a-HA, a-GFP, a-gB, a-ZSCAN4, a-β-Actin, a-GAPDH, a-β Tubulin, a-aTubulin, rabbit IgG, a-HSP90
Validation	Yes

Eukaryotic cell lines

Policy information about [cell lines and Sex and Gender in Research](#)

Cell line source(s)	ATCC 293T (CRL-3216); HFF-1(SCR-1041); Vero (CCL-81); Raji (CCL-86); NDF, primary melanocytes. Horizon: HAP1(C631); iSLK
Authentication	Cell lines from ATCC were authenticated by the vendor and were not validated further in our laboratory. Cell lines that were obtained and validated by other groups were not further authenticated.
Mycoplasma contamination	Cells were monthly checked for mycoplasma contamination
Commonly misidentified lines (See ICLAC register)	SLK cells have been misidentified as Caki-1 cells in the ICLAC database; however, iSLK cells are a genetically engineered version of SLK cells for production of KSHV and widely used in the KSHV field, not necessarily as a model cell line for endothelial tissue.

Palaeontology and Archaeology

Specimen provenance	
Specimen deposition	
Dating methods	
<input type="checkbox"/> Tick this box to confirm that the raw and calibrated dates are available in the paper or in Supplementary Information.	
Ethics oversight	

Note that full information on the approval of the study protocol must also be provided in the manuscript.

Animals and other research organisms

Policy information about [studies involving animals](#); [ARRIVE guidelines](#) recommended for reporting animal research, and [Sex and Gender in Research](#)

Laboratory animals	
Wild animals	
Reporting on sex	
Field-collected samples	
Ethics oversight	

Note that full information on the approval of the study protocol must also be provided in the manuscript.

Clinical data

Policy information about [clinical studies](#)

All manuscripts should comply with the ICMJE [guidelines for publication of clinical research](#) and a completed [CONSORT checklist](#) must be included with all submissions.

Clinical trial registration	
Study protocol	
Data collection	
Outcomes	

Dual use research of concern

Policy information about [dual use research of concern](#)

Hazards

Could the accidental, deliberate or reckless misuse of agents or technologies generated in the work, or the application of information presented in the manuscript, pose a threat to:

No	Yes
<input checked="" type="checkbox"/>	<input type="checkbox"/> Public health
<input checked="" type="checkbox"/>	<input type="checkbox"/> National security
<input checked="" type="checkbox"/>	<input type="checkbox"/> Crops and/or livestock
<input checked="" type="checkbox"/>	<input type="checkbox"/> Ecosystems
<input checked="" type="checkbox"/>	<input type="checkbox"/> Any other significant area

Experiments of concern

Does the work involve any of these experiments of concern:

No	Yes
<input checked="" type="checkbox"/>	<input type="checkbox"/> Demonstrate how to render a vaccine ineffective
<input checked="" type="checkbox"/>	<input type="checkbox"/> Confer resistance to therapeutically useful antibiotics or antiviral agents
<input checked="" type="checkbox"/>	<input type="checkbox"/> Enhance the virulence of a pathogen or render a nonpathogen virulent
<input checked="" type="checkbox"/>	<input type="checkbox"/> Increase transmissibility of a pathogen
<input checked="" type="checkbox"/>	<input type="checkbox"/> Alter the host range of a pathogen
<input checked="" type="checkbox"/>	<input type="checkbox"/> Enable evasion of diagnostic/detection modalities
<input checked="" type="checkbox"/>	<input type="checkbox"/> Enable the weaponization of a biological agent or toxin
<input checked="" type="checkbox"/>	<input type="checkbox"/> Any other potentially harmful combination of experiments and agents

Plants

Seed stocks	
Novel plant genotypes	
Authentication	

ChIP-seq

Data deposition

- ☒ Confirm that both raw and final processed data have been deposited in a public database such as [GEO](#).
- ☒ Confirm that you have deposited or provided access to graph files (e.g. BED files) for the called peaks.

Data access links <i>May remain private before publication.</i>	https://www.ncbi.nlm.nih.gov/geo/query/acc.cgi
Files in database submission	https://www.ncbi.nlm.nih.gov/geo/query/acc.cgi
Genome browser session (e.g. UCSC)	https://www.ncbi.nlm.nih.gov/geo/query/acc.cgi

Methodology

Replicates	Duplicates
Sequencing depth	
Antibodies	anti-DUX4 (E5-5) (Abcam), Normal Rabbit IgG (Cell 607 Signaling Technology)
Peak calling parameters	default parameters
Data quality	

Flow Cytometry

Plots

Confirm that:

- ☐ The axis labels state the marker and fluorochrome used (e.g. CD4-FITC).
- ☐ The axis scales are clearly visible. Include numbers along axes only for bottom left plot of group (a 'group' is an analysis of identical markers).
- ☐ All plots are contour plots with outliers or pseudocolor plots.
- ☐ A numerical value for number of cells or percentage (with statistics) is provided.

Methodology

Sample preparation

Cells were fixed in 1% PFA (20 min) and resuspended in FACS buffer (PBS+2%FCS+0.5mM EDTA)

Instrument

BD LSRFortessa

Software

FlowJo

Cell population abundance

Gating strategy

All cells -> Single cells -> GFP+ cells

- ☐ Tick this box to confirm that a figure exemplifying the gating strategy is provided in the Supplementary Information.

Magnetic resonance imaging

Experimental design

Design type

Design specifications

Behavioral performance measures

Imaging type(s)

Field strength

Sequence & imaging parameters

Area of acquisition

Diffusion MRI

☐ Used

☐ Not used

Preprocessing

Preprocessing software

Normalization

Normalization template

Noise and artifact removal

Volume censoring

Statistical modeling & inference

Model type and settings

Effect(s) tested

Specify type of analysis: ☐ Whole brain ☐ ROI-based ☐ Both

Statistic type for inference

(See [Eklund et al. 2016](#))

Correction

Models & analysis

n/a | Involved in the study

- ☐ ☐ Functional and/or effective connectivity
- ☐ ☐ Graph analysis
- ☐ ☐ Multivariate modeling or predictive analysis

Functional and/or effective connectivity

Graph analysis

Multivariate modeling and predictive analysis

