TOASTIE FIRST, UNPACK LATER

DENNY TIME DENNY PLACE

HENRY DENNY & SONS

Departures
Check in
Telephones
Exit

Check in
Fast Track
Conference Centre
Oversized Baggage

WHSmith

DEPARTURES

WATCH

PML GROUP
BE MORE NOW

**OOH Advertising
H1 2025 NI Review**

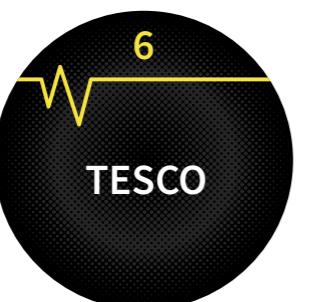# Top 10 OOH Advertisers Q1 2025

1 DIAGEO
SOV: 5.4% +11.1%

2 McDONALD'S
SOV: 5.1% -2.3%

3 COCA-COLA
SOV: 3.6% +54.9%

4 MONDELĒZ
SOV: 3.0% -33.5%

5 HENDERSON GROUP
SOV: 2.8% +21.8%

6 TESCO
SOV: 2.5% +309%

7 PEPSICO INTER-NATIONAL
SOV: 2.1% +16.7%

8 TRANSLINK
SOV: 1.9% -19.8%

9 KFC
SOV: 1.9% +32.8%
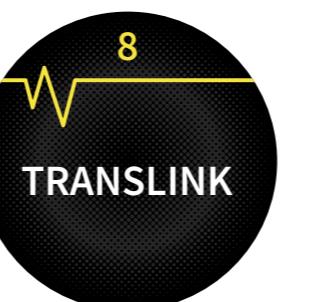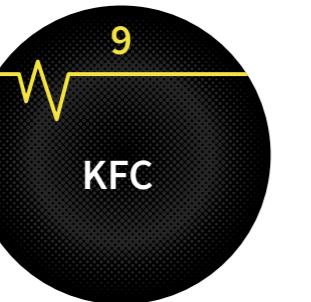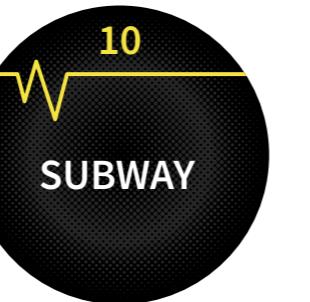
10 SUBWAY
SOV: 1.5% +3%

(% up/down display value compared to H1 2024)

Top 10 OOH Categories Q1 2025

1 — RETAIL OUTLETS
SOV: 13.3% | -0.6%

2 — QSR
SOV: 9.8% | -5.5%

3 — TOURISM & TRAVEL
SOV: 9.7% | +1.0%

4 — POLITICAL & ADVISORY
SOV: 7.9% | -13.9%

5 — SOFT DRINKS
SOV: 6.5% | +40.5%

6 — BEERS & CIDERS
SOV: 6.4% | +31.5%

7 — ENTERTAINMENT
SOV: 5.8% | +23.5%

8 — FINANCE
SOV: 5.7% | -8.3%

9 — INDUSTRY & COMMERCE
SOV: 3.4% | +57.8%

10 — EDUCATION
SOV: 3.3% | +13.4%
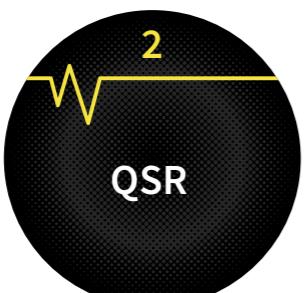
*(% up/down display value compared to H1 2024)

OOH Market SOV by Environment Q1 2025

6%

RETAIL

Top 3 Advertisers

1. Coca-Cola
2. Diageo
3. Dept. of Justice

TRAVEL

83%

ROADSIDE

Top 3 Advertisers

1. McDonald's
2. Diageo
3. Mondelēz

11%

Top 3 Advertisers

1. Tourism Northern Ireland
2. Dept. for Infrastructure
3. Belfast City Council
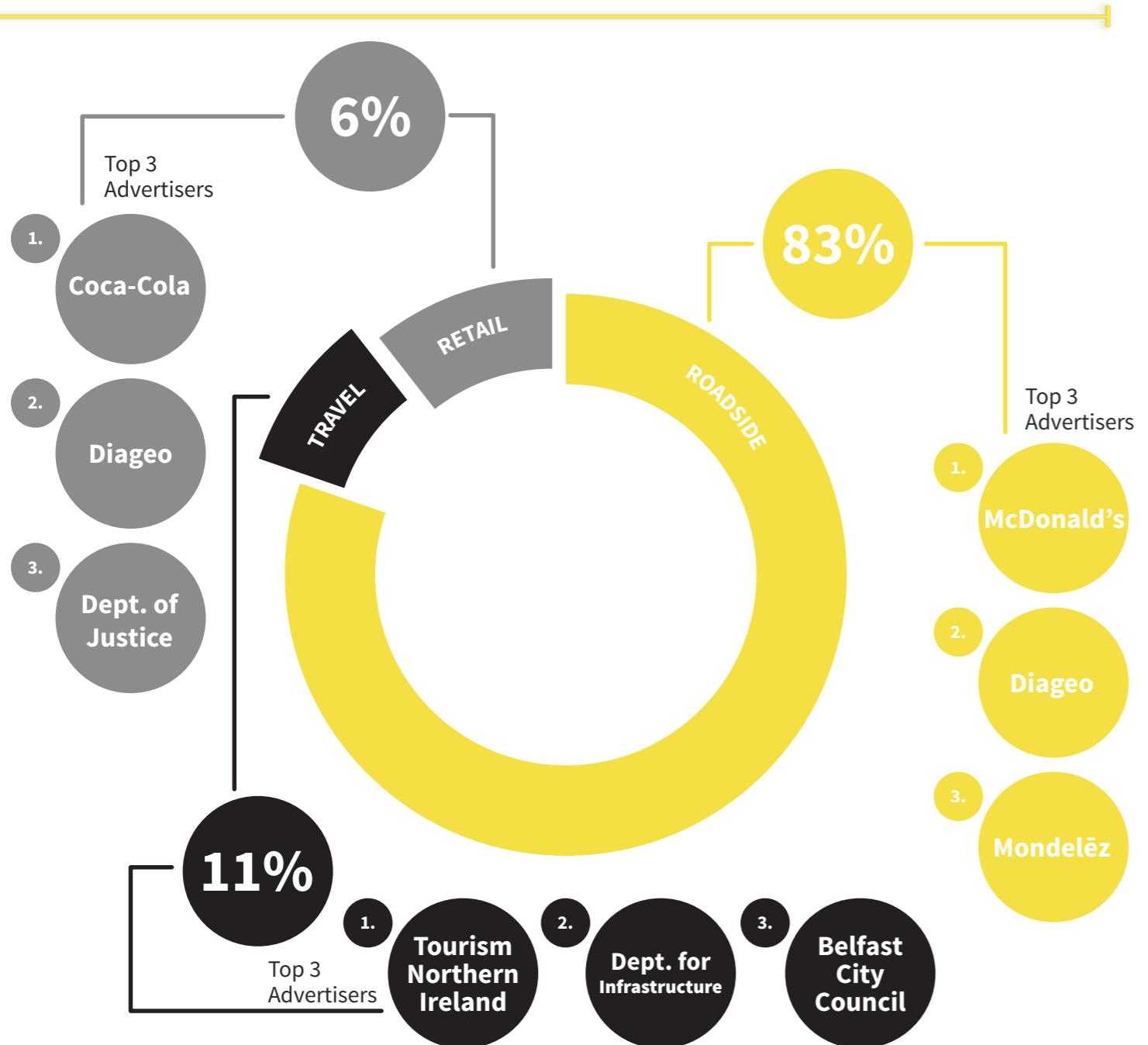
OOH Market SOV - Classic vs Digital

59%

CLASSIC

DIGITAL

41%
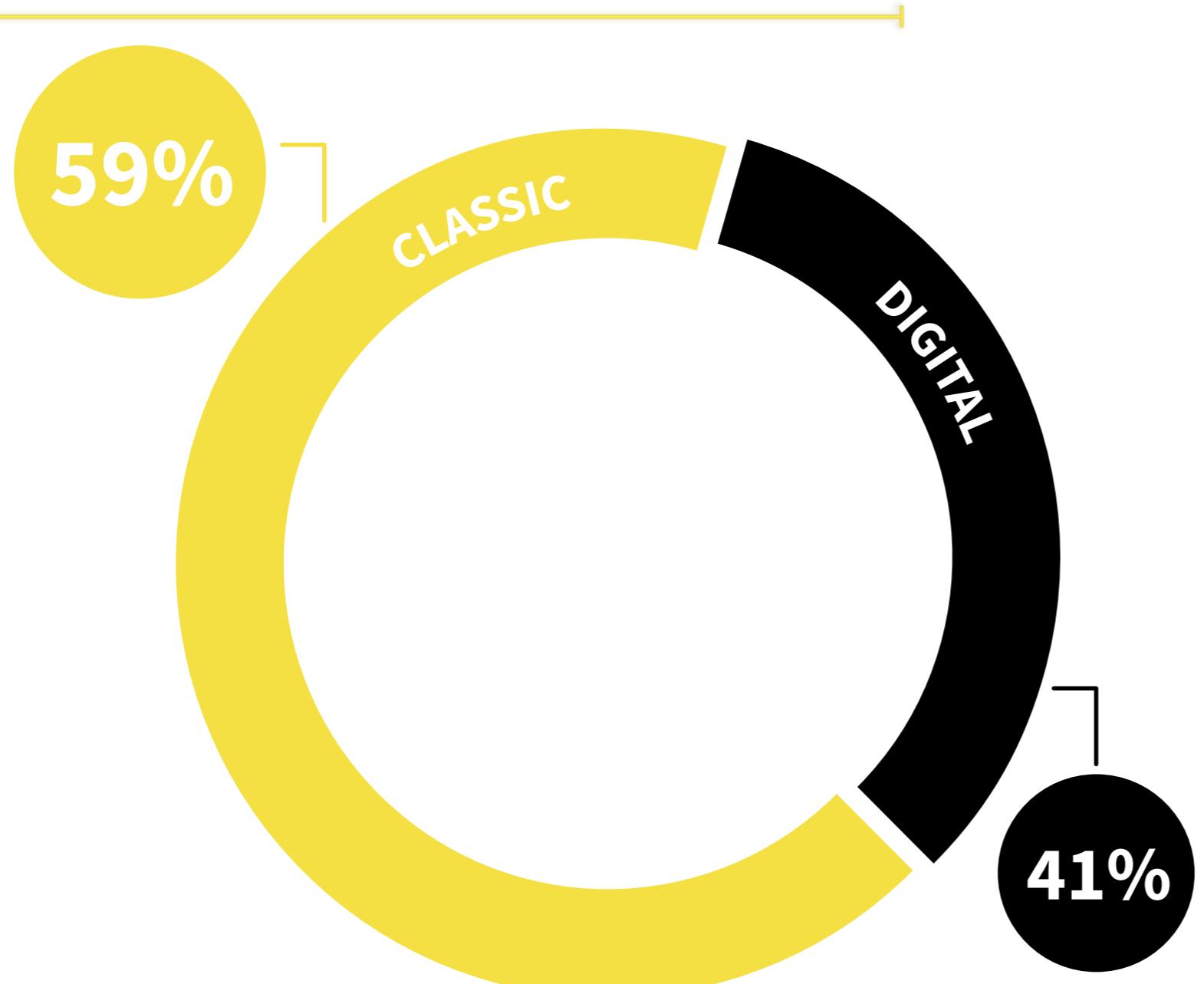
Based on display values at rate card

Top 3 Advertisers by Format Type - Digital

1. Diageo

2. Tesco

3. Allwyn Entertainment UK

Top 3 Advertisers by Format Type - Large

1. Diageo

2. Henderson Group

3. McDonald's
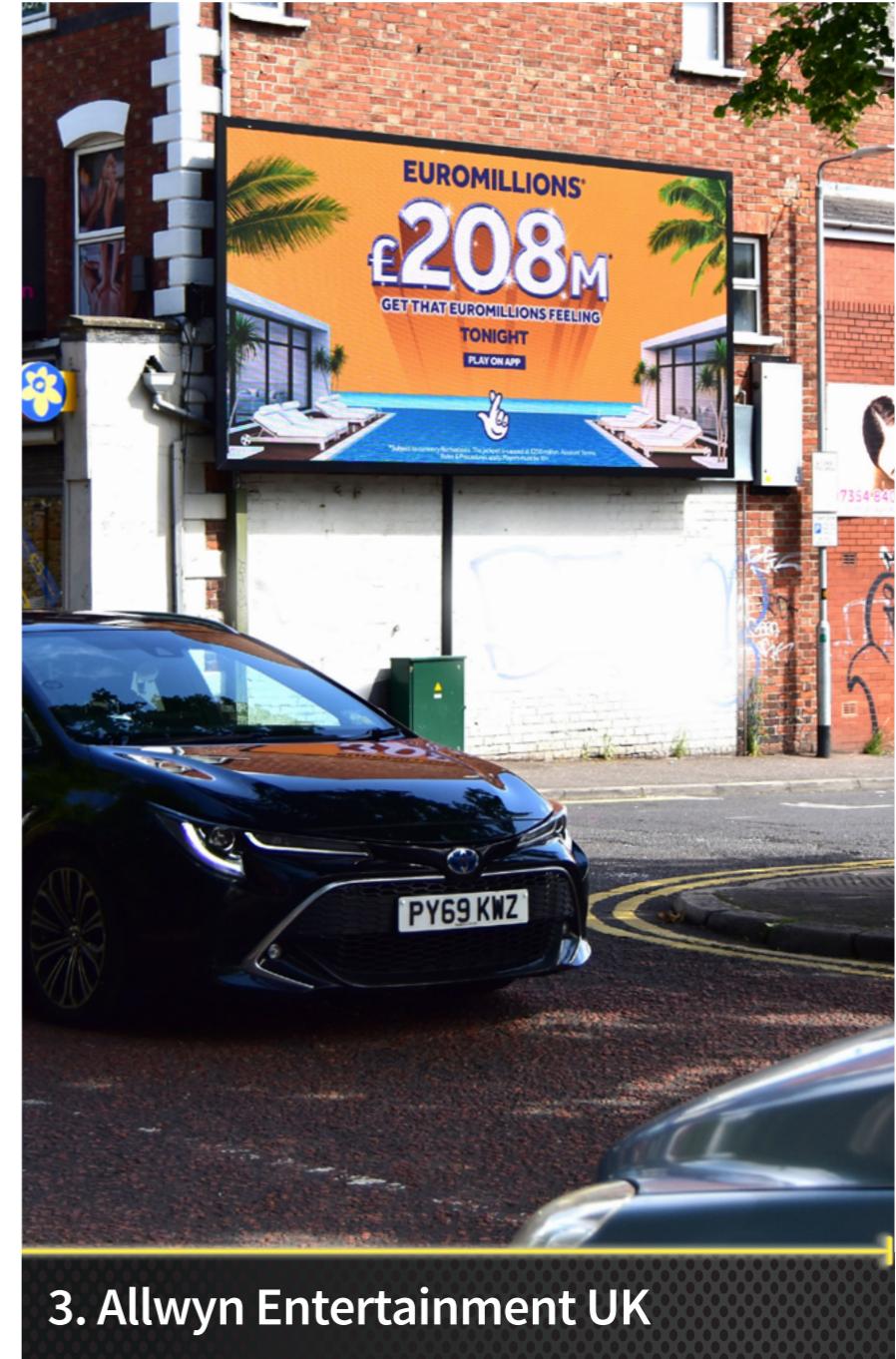
Top 3 Advertisers by Format Type - Transport

1. Kopparberg

2. Department for Infrastructure

3. Belfast City Council

Top 3 Advertisers by Format Type - 6 Sheet

1. McDonald's

2. Mondelēz

3. Coca-Cola

WATCH

Watch is PML Group's market intelligence service, providing the most comprehensive information and design library in the Out of Home market in Northern Ireland and the Republic of Ireland. It measures the formats, weights, value and timing of every Out of Home campaign in every cycle.

Our Watch information stretches back more than 25 years and information on a cycle is available in the week following the end of the cycle. All Out of Home advertising is covered by Watch, from billboards and bus shelters, to buses, ambient media and Digital OOH formats.

Watch is the quickest as well as the most complete source of OOH advertising data in the country.

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