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Department for Infrastructure  
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**WATCH**



**PML**  
GROUP  
BE MORE NOW

**NI OOH Advertising  
Review - Q1 2026**





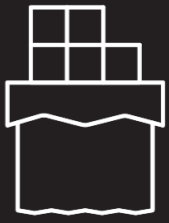


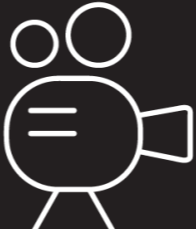


# Top 10 OOH Advertisers Q1 2026

<p>1: McDONALD'S</p>  <p>SOV: 4.0%    +1.7%</p>	<p>2: TESCO</p>  <p>SOV: 3.4%    +257.2%</p>	<p>3: MONDELÉZ</p>  <p>SOV: 3.0%    +17.9%</p>	<p>4: COCA COLA</p>  <p>SOV: 3.0%    +42.4%</p>	<p>5: TRANSLINK</p>  <p>SOV: 2.6%    +115%</p>
<p>6: DIAGEO</p>  <p>SOV: 2.3%    -41.5%</p>	<p>7: DEPARTMENT FOR INFRASTRUCTURE</p>  <p>SOV: 2.2%    +365.7%</p>	<p>8: KFC</p>  <p>SOV: 2.0%    +26.7%</p>	<p>9: MARS</p>  <p>SOV: 1.9%    +100%</p>	<p>10: SPECSAVERS</p>  <p>SOV: 1.6%    +214.8%</p>

\*(% up/down display value compared to 2025)



# Top 10 OOH Markets Q1 2026

<p><b>1: RETAIL</b></p>  <p>SOV: 12.5%    +63.2%</p>	<p><b>2: POLITICAL &amp; ADVISORY</b></p>  <p>SOV: 11.1%    +52%</p>	<p><b>3: QSR</b></p>  <p>SOV: 9.7%    +30.7%</p>	<p><b>4: TOURISM &amp; TRAVEL</b></p>  <p>SOV: 9.1%    +25.2%</p>	<p><b>5: CONFECTIONERY &amp; SNACKING</b></p>  <p>SOV: 6.0%    +115.1%</p>
<p><b>6: FINANCE</b></p>  <p>SOV: 5.7%    +57.1%</p>	<p><b>7: SOFT DRINKS</b></p>  <p>SOV: 5.3%    +53.6%</p>	<p><b>8: ENTERTAINMENT</b></p>  <p>SOV: 5.0%    +26.7%</p>	<p><b>9: GAMBLING &amp; LOTTERIES</b></p>  <p>SOV: 3.4%    +105.9%</p>	<p><b>10: INDUSTRY &amp; COMMERCE</b></p>  <p>SOV: 3.3%    +28.2%</p>

\*(% up/down display value compared to 2025)



# Top 10 OOH Brands Q1 2026

1: TESCO

5: SPECSAVERS

3: GOLDIE LUCKS COMPETITIONS

4: LOTTO

5: TOURISM NI

6: PHA - LIFELINE

7: COCA COLA

8: PEPSI MAX

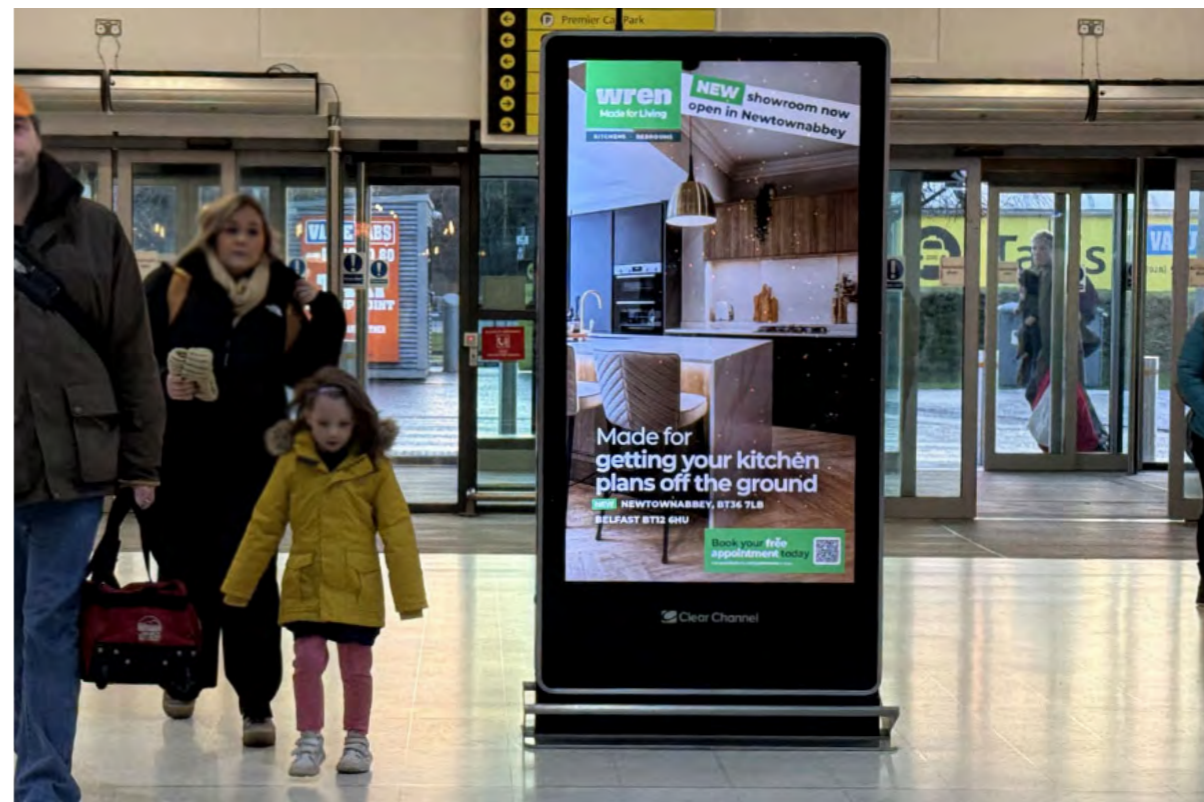
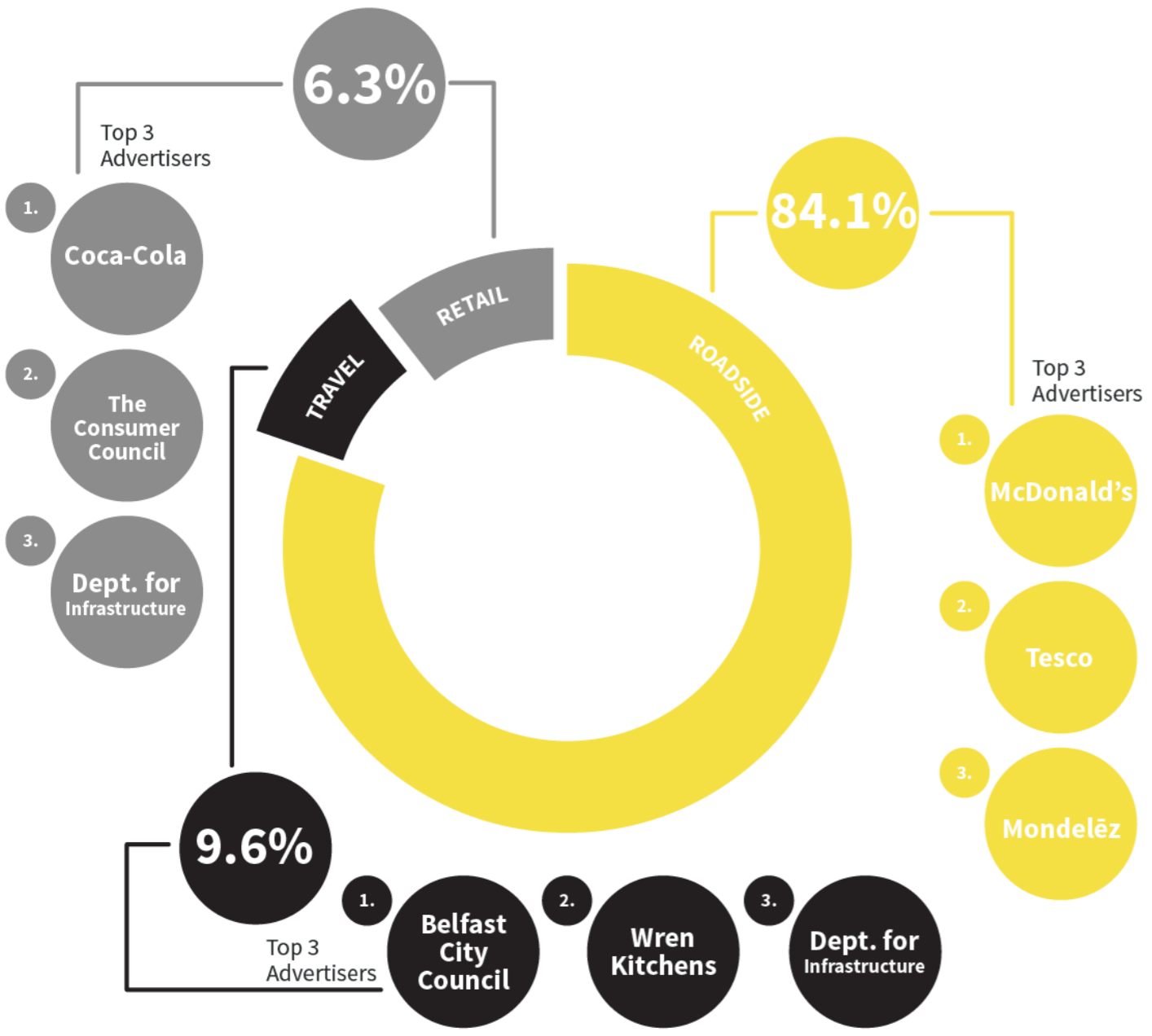
9: CADBURY DAIRY MILK

10: CITI GROUP - RECRUITMENT

\*(% up/down display value compared to 2025)



# OOH Market SOV by Environment Q1 2026



# WATCH



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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.

## Contact Us

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