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**OOH Advertising
Review - Q1 2026**

Mondelēz the Biggest Out of Home Advertiser in the first Quarter

Mondelēz was the biggest advertiser on Out of Home in the first three months of the year, according to WATCH, PML Group's market intelligence resource. The snack food and confectionery giant accounted for 4.6% of total OOH display value, driven by a selection of multi-format and multi-environment campaigns. These included promotions for the seasonal Cadbury Creme Egg along with the launch of the limited-edition Oreo Creme Egg biscuit, a support campaign in advance of Ireland's World Cup qualifier, along with activations for belVita, Grenade Protein Bars, Toblerone and Philadelphia.

Our Media Impact study found that 74% of people say that brands that advertise on billboards are more desirable. OOH enhances mental availability on the path to purchase keeping brands top of mind. Almost two thirds of respondents perceive brands that advertise on billboards as premium, indicating prestige being associated with such public displays.

Tesco and Diageo rounded out the top three advertisers, while McDonald's, Gowan Auto and the Musgrave Group also secured spots in the top ten. The top ten advertisers account for a quarter of total display value and together increased investment by 25%.

Retail remained the dominant category, contributing over 15% of total OOH display value in H1. Supermarkets contributed nearly two thirds of the sector's activity. Notable growth categories include beverages, banking and films. Alcohol and telecoms saw a year-on-year decline.

OOH's versatility is underlined with 59% of display activity occurring in roadside environments, with 20% in each of retail and travel. Digital formats now represent 46% of all OOH activity, an increase in display of 33%, reflecting the increasing digitisation of classic formats such as Bus Shelters and 48 Sheets, alongside expanding digital networks in retail, transport, and leisure settings. Transport formats including bus and Luas also experienced double digit growth.












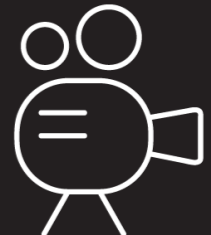
Top 10 OOH Advertisers Q1 2026

<p>1: MONDELÉZ</p>  <p>SOV: 4.6% +80%</p>	<p>2: TESCO</p>  <p>SOV: 3.2% +124%</p>	<p>3: DIAGEO</p>  <p>SOV: 3.2% -44%</p>	<p>4: McDONALD'S</p>  <p>SOV: 3.0% +32%</p>	<p>5: LIDL</p>  <p>SOV: 2.4% +81%</p>
<p>6: GOWAN AUTO</p>  <p>SOV: 2.1% -15%</p>	<p>7: COCA COLA</p>  <p>SOV: 2.1% +61%</p>	<p>8: MUSGRAVE GROUP</p>  <p>SOV: 1.7% +95%</p>	<p>9: SPECSAVERS</p>  <p>SOV: 1.6% +104%</p>	<p>10: TIRLÁN</p>  <p>SOV: 1.5% -8%</p>

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



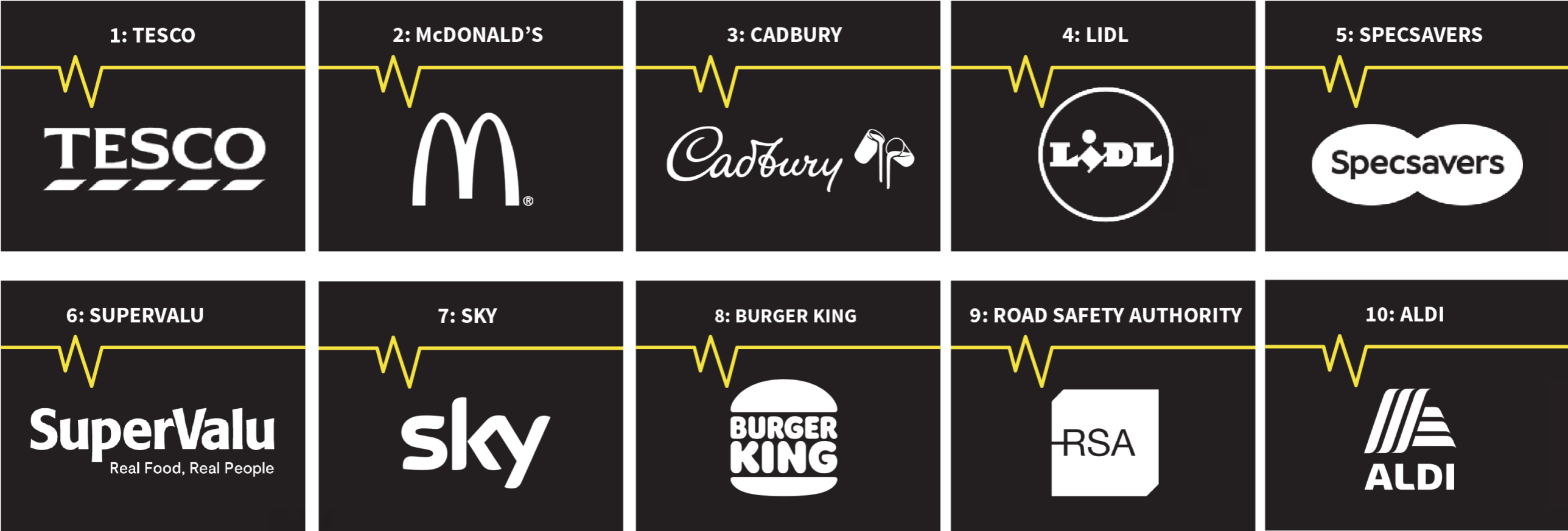
Top 10 OOH Markets Q1 2026

<p>1: RETAIL</p>  <p>SOV: 15.1% +52%</p>	<p>2: CONFECTIONERY & SNACKING</p>  <p>SOV: 8.1% +24%</p>	<p>3: FOOD</p>  <p>SOV: 7.3% -7%</p>	<p>4: DINING</p>  <p>SOV: 6.7% +20%</p>	<p>5: AUTOMOTIVE</p>  <p>SOV: 6.1% -16%</p>
<p>6: TOURISM & TRAVEL</p>  <p>SOV: 5.4% -14%</p>	<p>7: FINANCE</p>  <p>SOV: 5.1% +19%</p>	<p>8: PERSONAL CARE & WELLNESS</p>  <p>SOV: 4.8% +49%</p>	<p>9: SOFT DRINKS</p>  <p>SOV: 4.6% +61%</p>	<p>10: FILMS</p>  <p>SOV: 4.5% +36%</p>

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



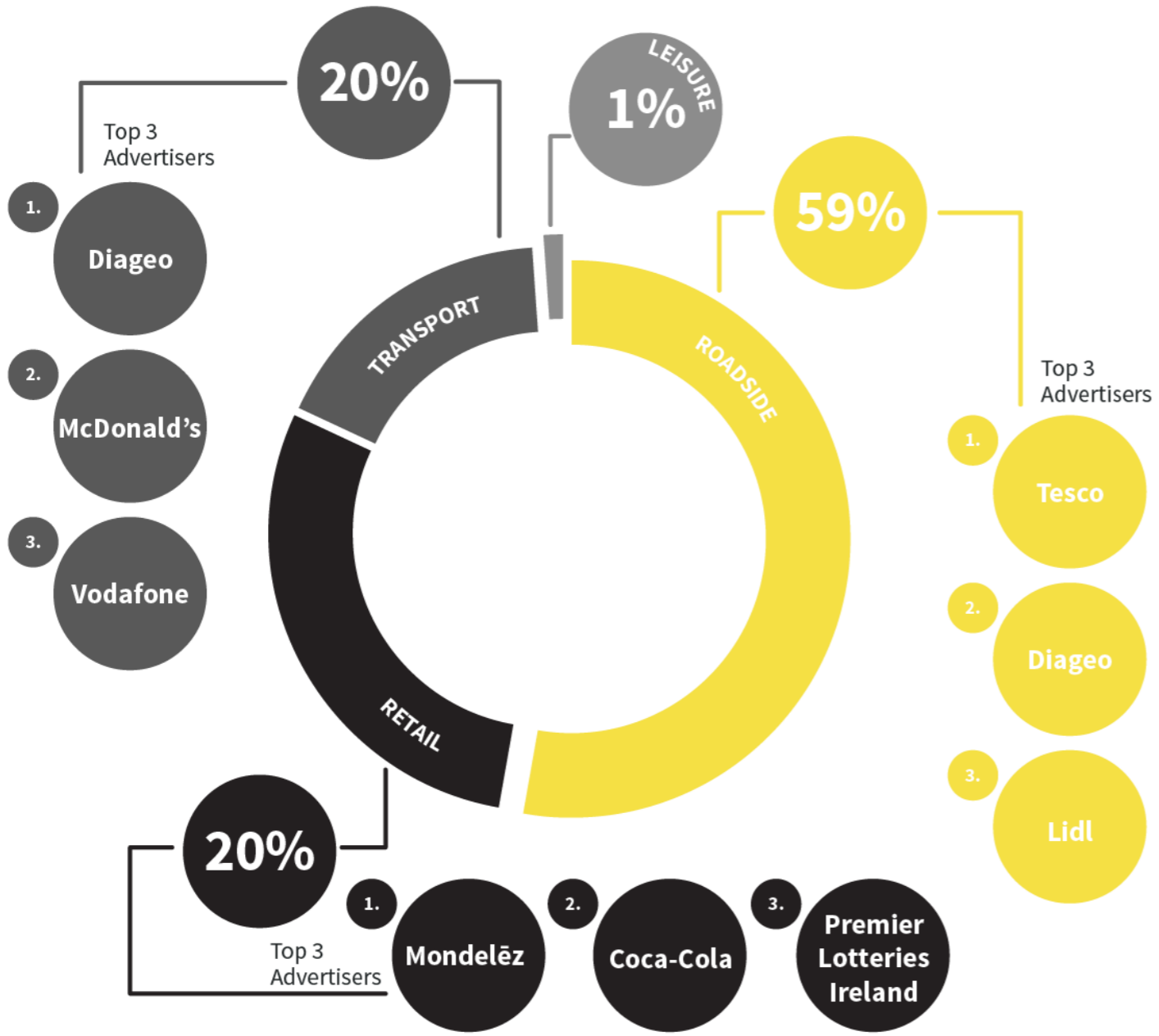
Top 10 OOH Brands Q1 2026



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



OOH Market SOV by Environment Q1 2026



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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.



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