



WATCH



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**OOH Advertising
H1 2025 Review**

Vodafone is the Biggest Brand on OOH so far this year

Vodafone was the biggest brand on OOH in the first half of the year, according to WATCH, PML Group's market intelligence resource. Its investment in the channel accounted for 2.6% of all OOH display value and included multi-format and multi-environment campaigns support for trade-ins, Six Nations rugby sponsorship, network activations, business cybersecurity solutions and the 'A Stranger's Tale' audio series.

McDonald's and Tesco complete the top three while Cadbury, Virgin Media and the National Lottery all feature in the top ten.

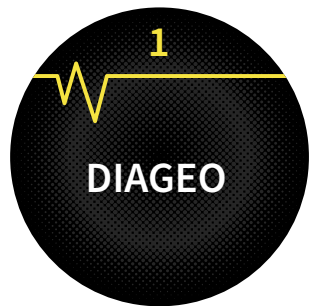
Looking at an advertiser level, Diageo's investment on OOH, through brands including Carlsberg 0.0 and Rockshore, maintained its position as the country's top advertiser on the medium, followed by Unilever, Vodafone and Mondeléz.

Retail was by the largest spending category on OOH in H1, accounting for nearly 14% of display, with the major supermarkets accounting for nearly half of the activity in the sector.

Elsewhere, growth sectors include beers, food & confectionery, telecoms and motors. OOH's position as an increasingly varied and flexible medium is shown with 61% of display in roadside along with 20% in retail and 18% in travel environments. Digital signage now accounts for 41% of activity, reflecting the fact that a portion of 'classic' OOH formats such as Bus Shelters and 48 Sheets are now digitally enabled, in addition to the digital networks in retail, transport and leisure environments.



Top 10 OOH Advertisers H1 2025



SOV: 5.9% +25%



SOV: 3.2% -15%



SOV: 2.7% +10%



SOV: 2.5% -16%



SOV: 2.4% -17%



SOV: 2.4% +51%



SOV: 2.0% +40%



SOV: 2.0% +29%



SOV: 1.9% +12%

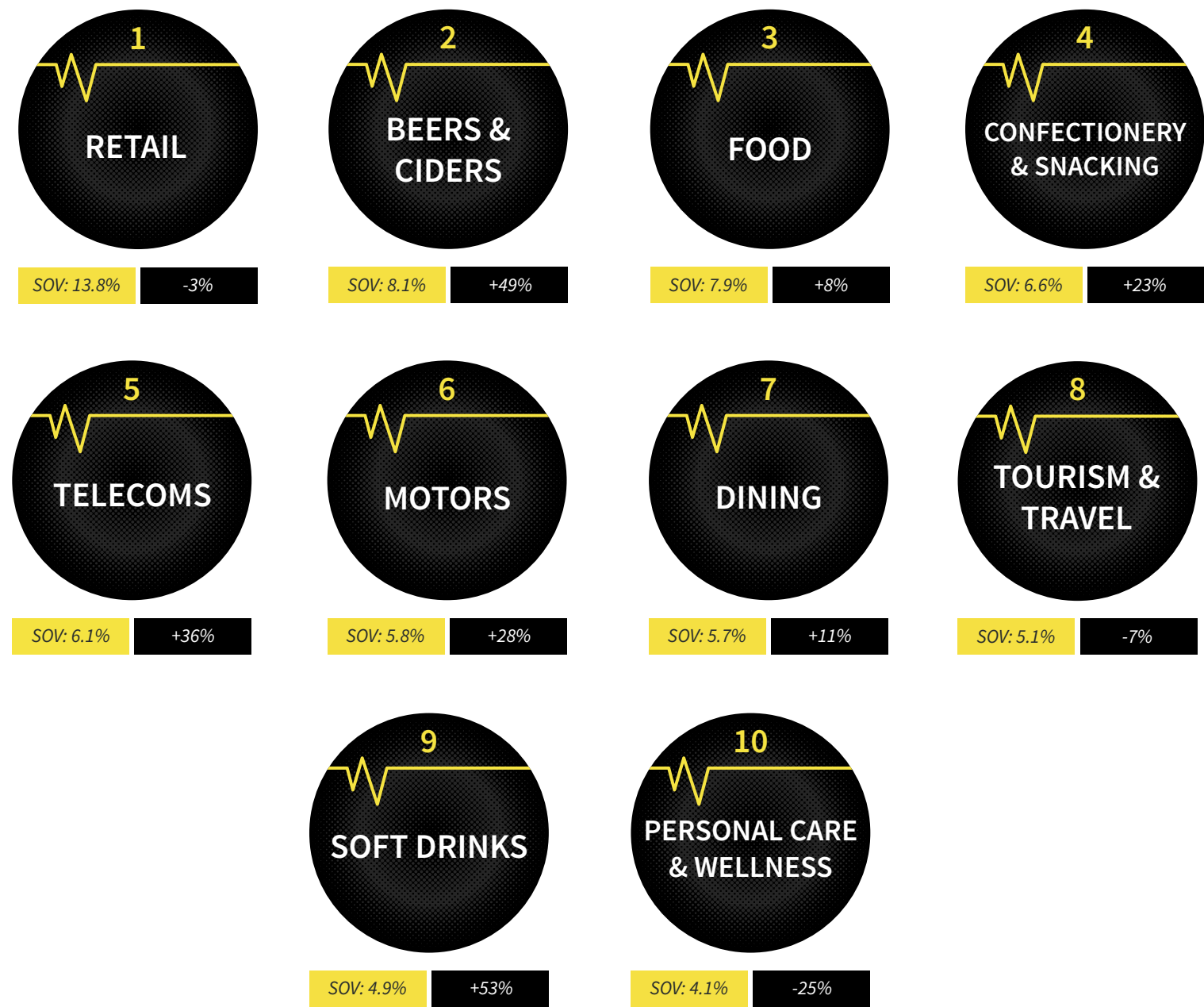


SOV: 1.7% +62%



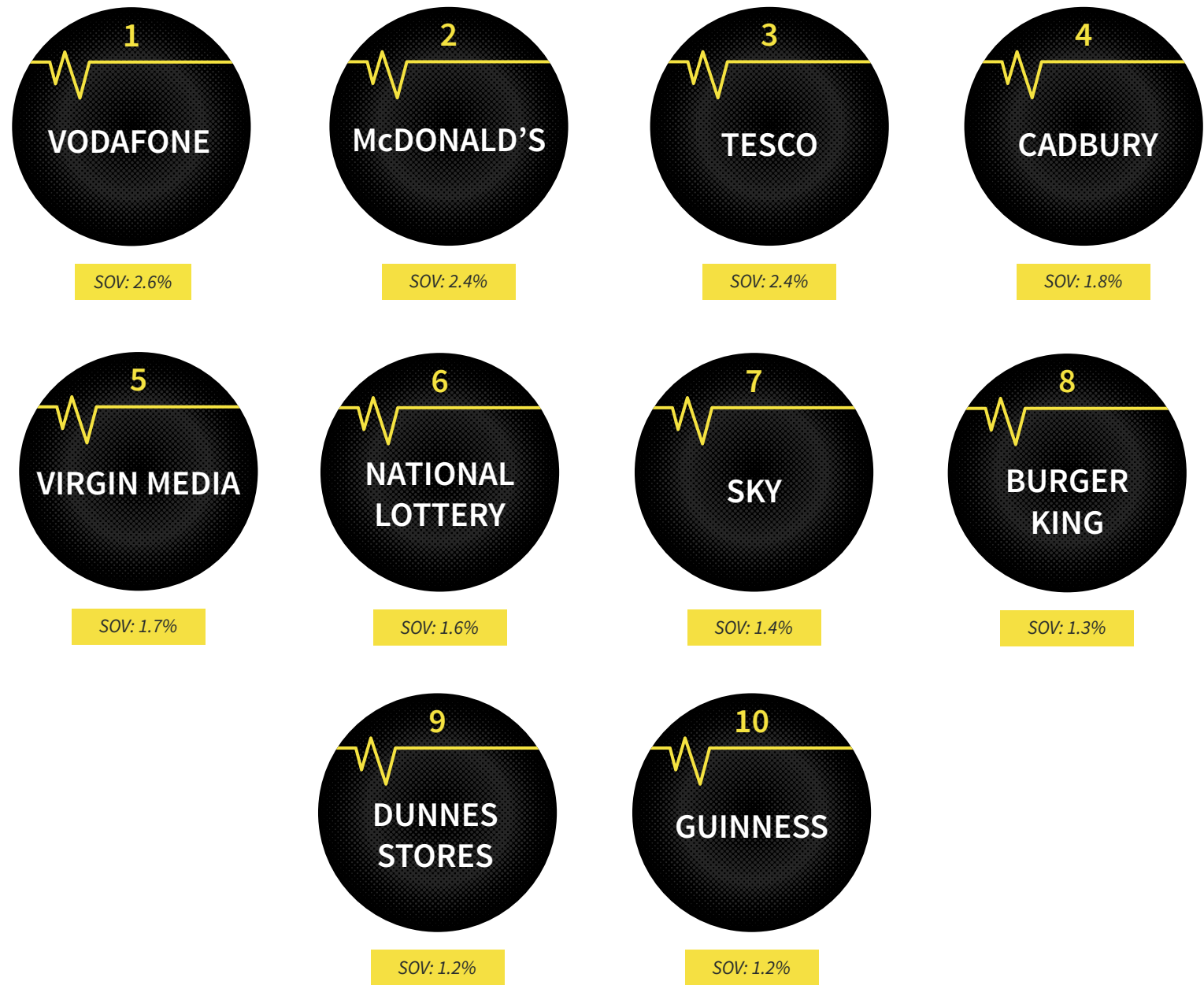
*(% up/down display value compared to 2024)

Top 10 OOH Categories H1 2025



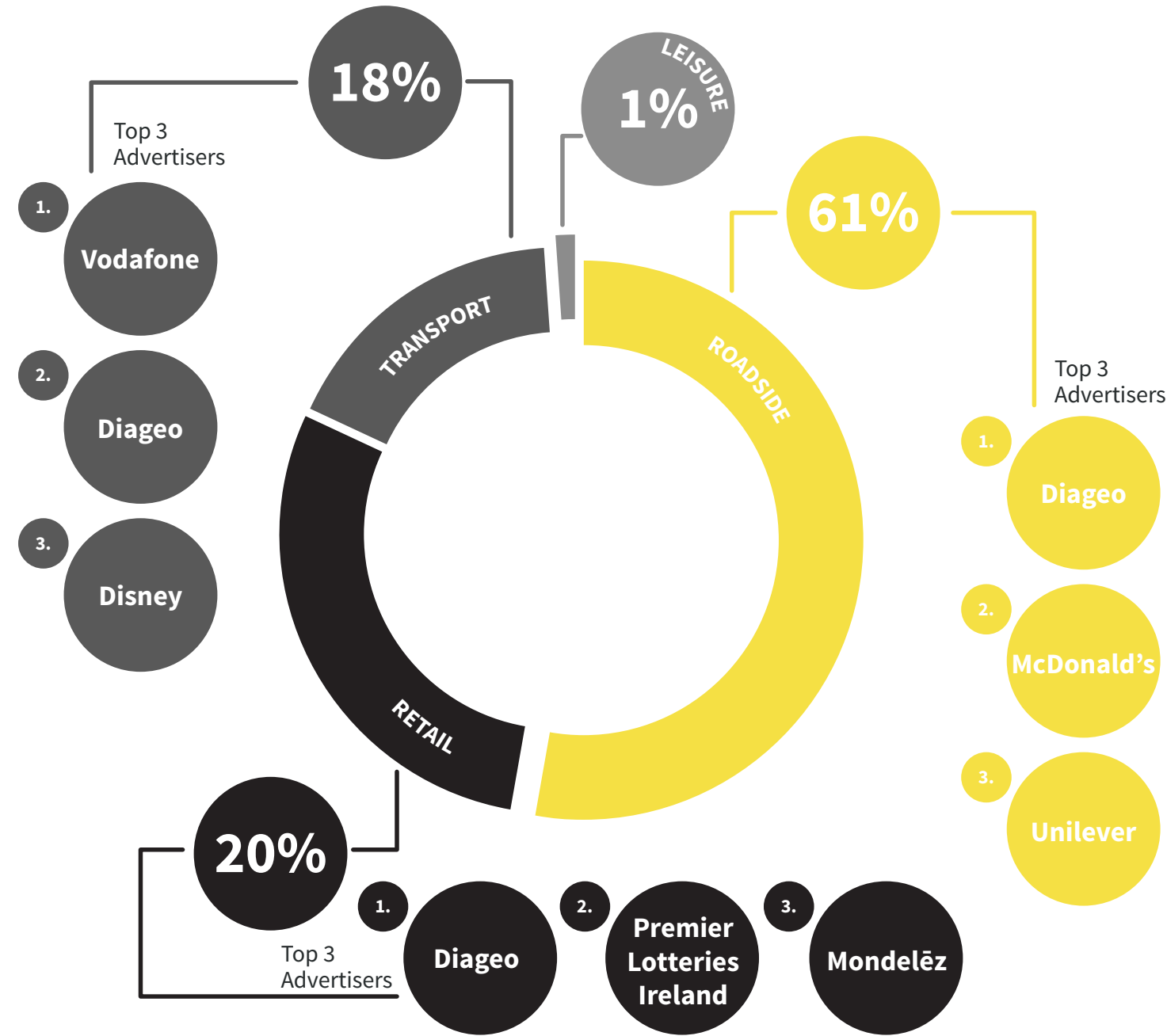
*(% up/down display value compared to 2024)

Top 10 OOH Brands H1 2025

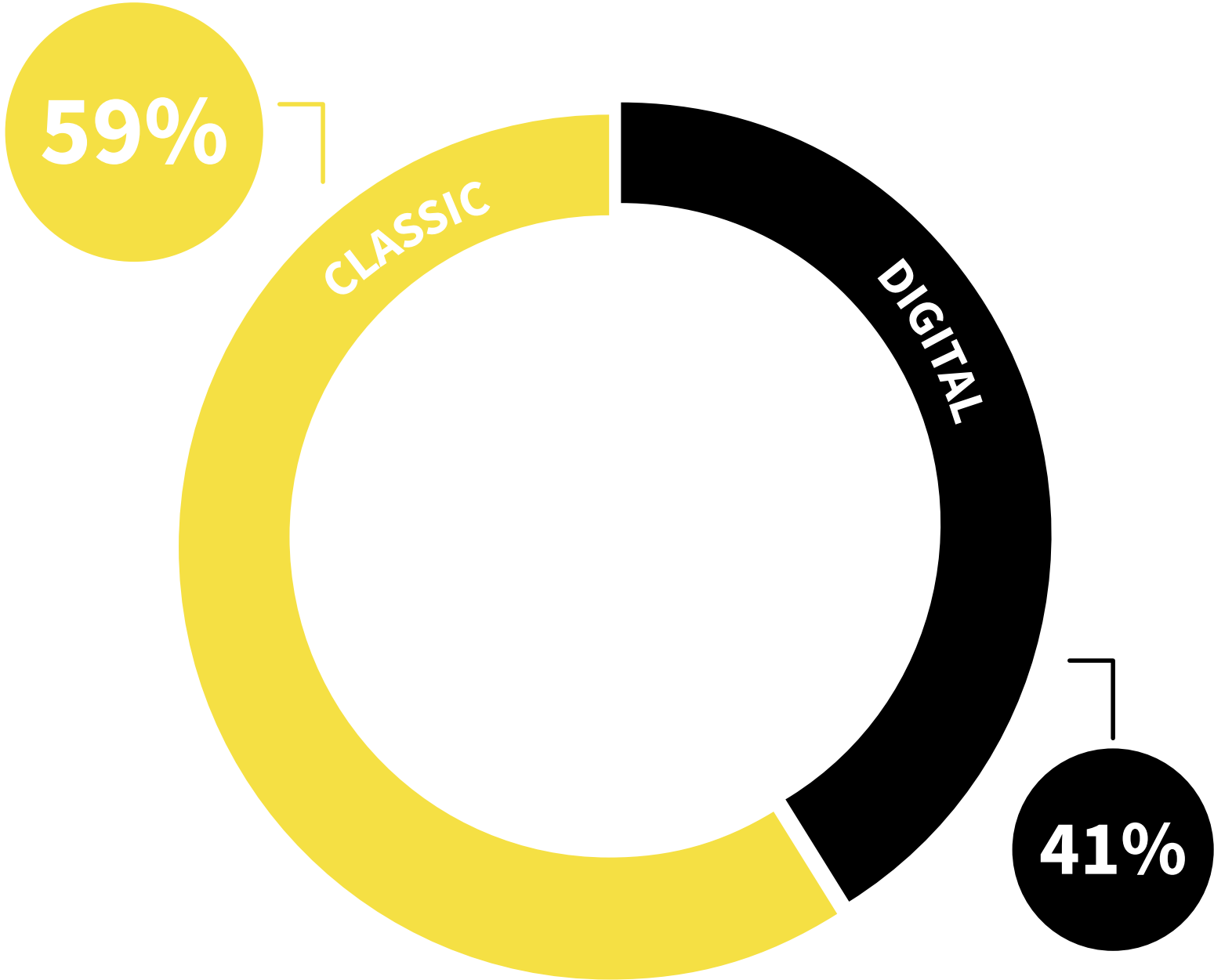


*(% up/down display value compared to 2024)

OOH Market SOV by Environment H1 2025



OOH Market SOV - Classic vs Digital



Based on display values at rate card



Top 3 Advertisers by Format Type - Digital



1. Diageo



2. Unilever



3. Premier Lotteries Ireland

Top 3 Advertisers by Format Type - Large



1. Diageo

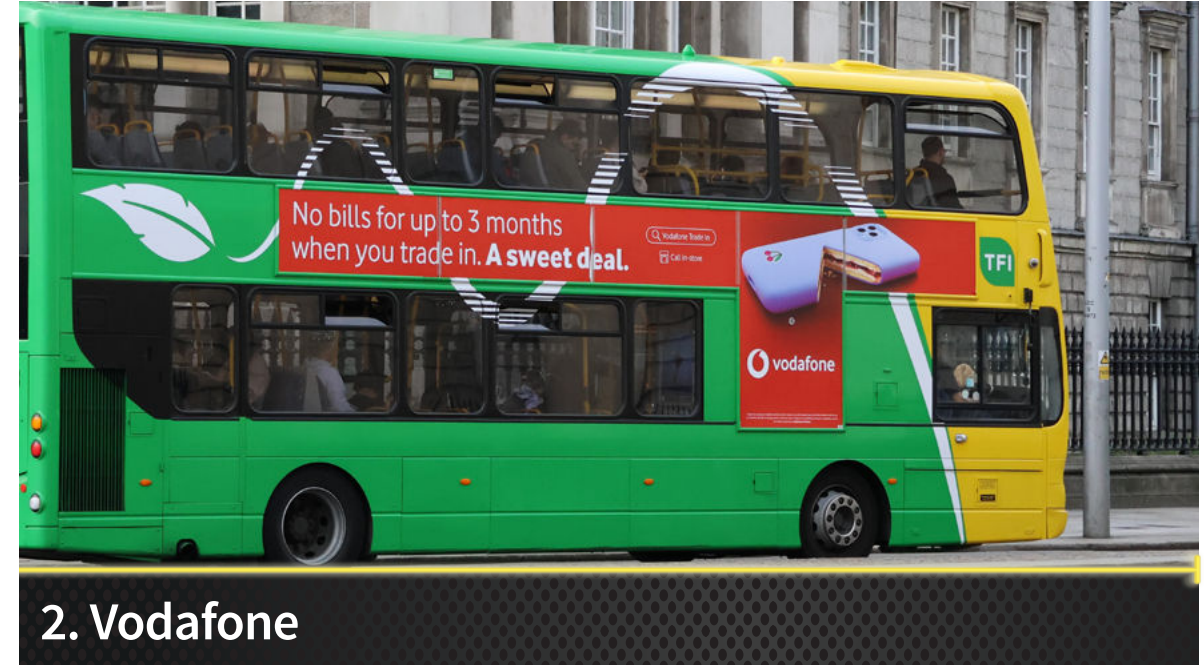


2. Gowan Motors



3. Heineken Ireland

Top 3 Advertisers by Format Type - Transport



Top 3 Advertisers by Format Type - 6 Sheet



1. McDonald's



2. Mondelēz



3. Tesco

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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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