

UNI LED

UK DOOH - The State of Play

UK Q2 2026

A quarterly snapshot of
what independently verified
campaign data tells us about
UK DOOH.



Q2 at a glance



10.5bn

Impacts
Verified



2.1bn

Plays
Verified



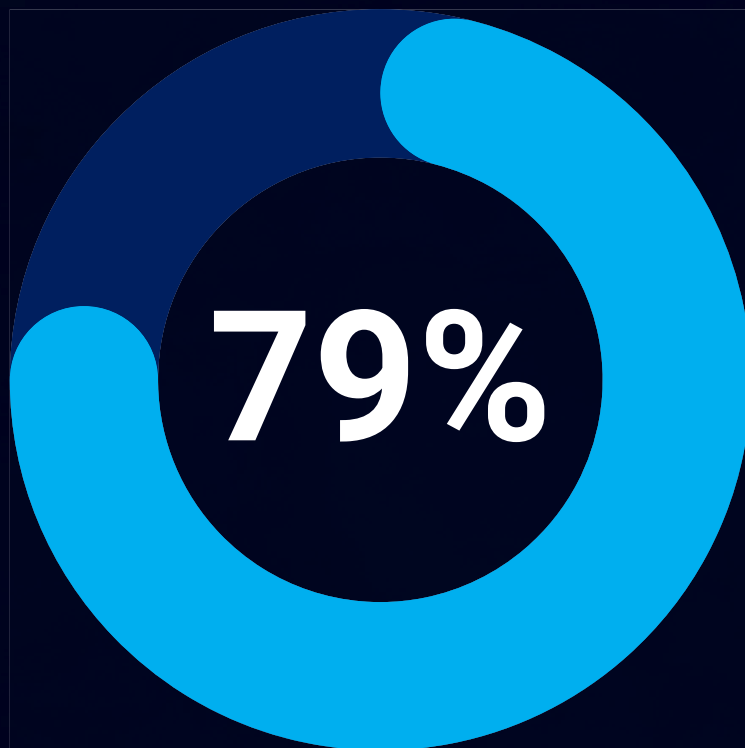
25k+

Unique
Screens

Q2 AT A GLANCE

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How did campaigns perform?



of campaigns exceeded
planned impact delivery

119%

Average campaign performance vs booking targets

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Additional Value Delivered

+1.66bn

additional impacts delivered above
planned targets

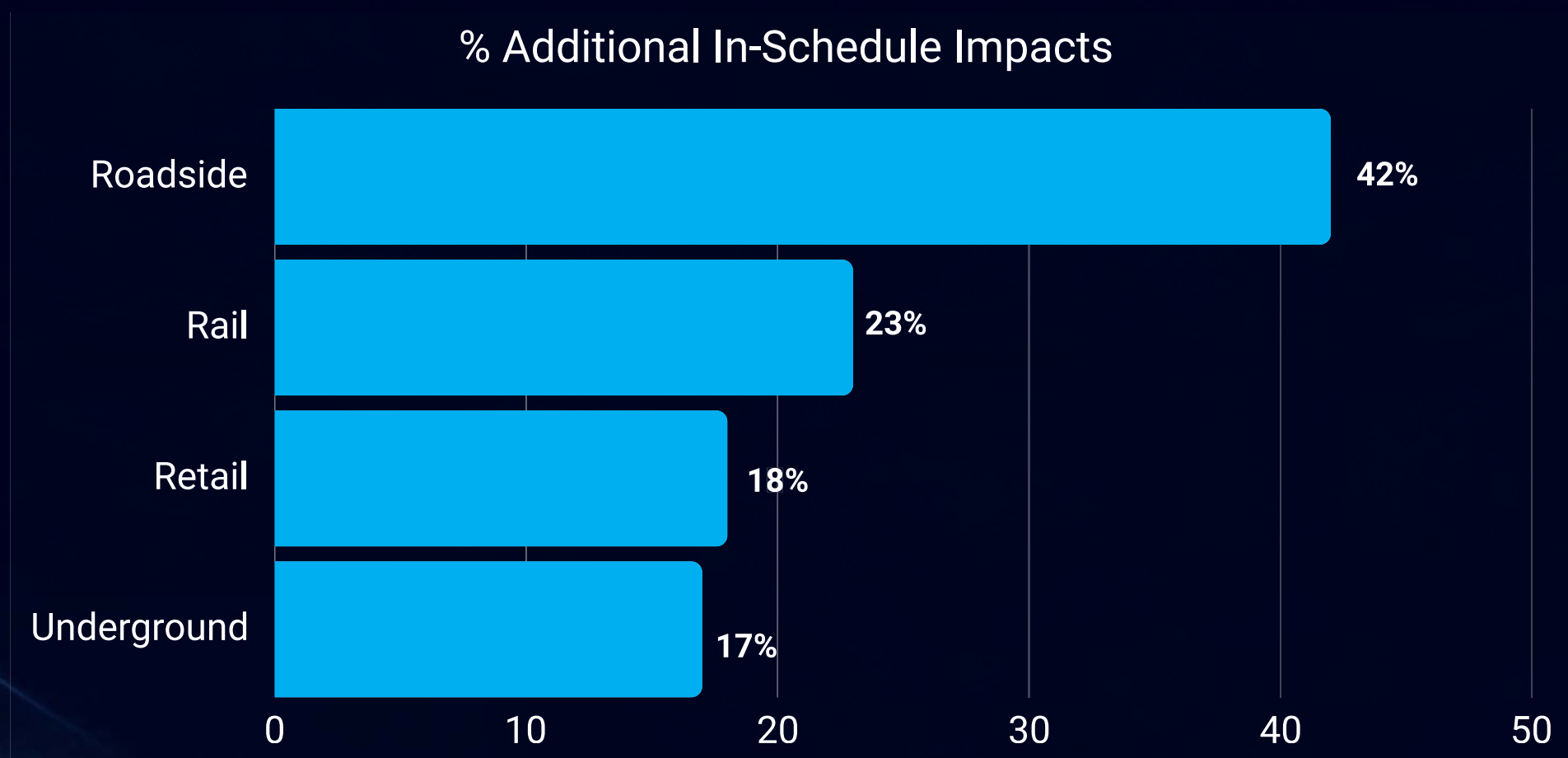
+33% YOY

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Where did the additional value come from?

Looking specifically at additional impacts delivered within booked campaign parameters

Share of in-schedule additional impacts by environment



When and where was it delivered?

Looking specifically at additional impacts delivered within booked campaign parameters

Share of in-schedule additional impacts by format

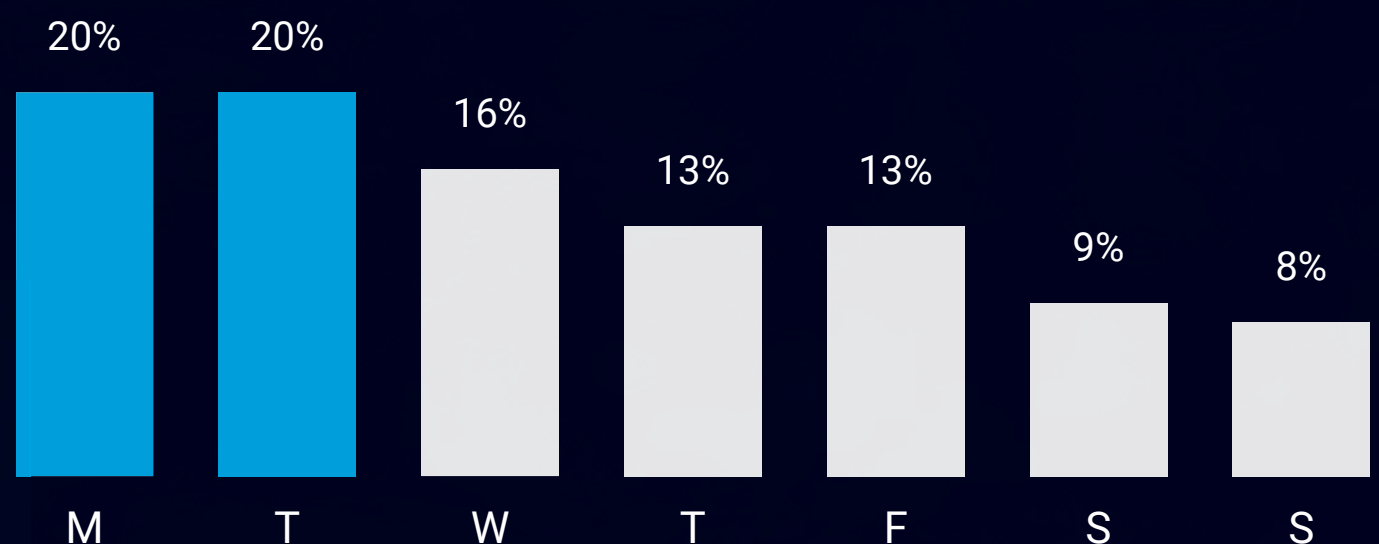


D6s accounted for more than half of all additional in-schedule impacts

Share of in-schedule additional impacts by day of week

40%

of additional in-schedule impacts delivered on Mondays & Tuesdays



This report is based on insights captured through the UK campaigns that were independently verified through our UniLIVE platform.



Maximise DOOH performance

Verify • Optimise • Measure

UniLED has been independently verifying DOOH campaigns since 2018, across the UK, Europe and US