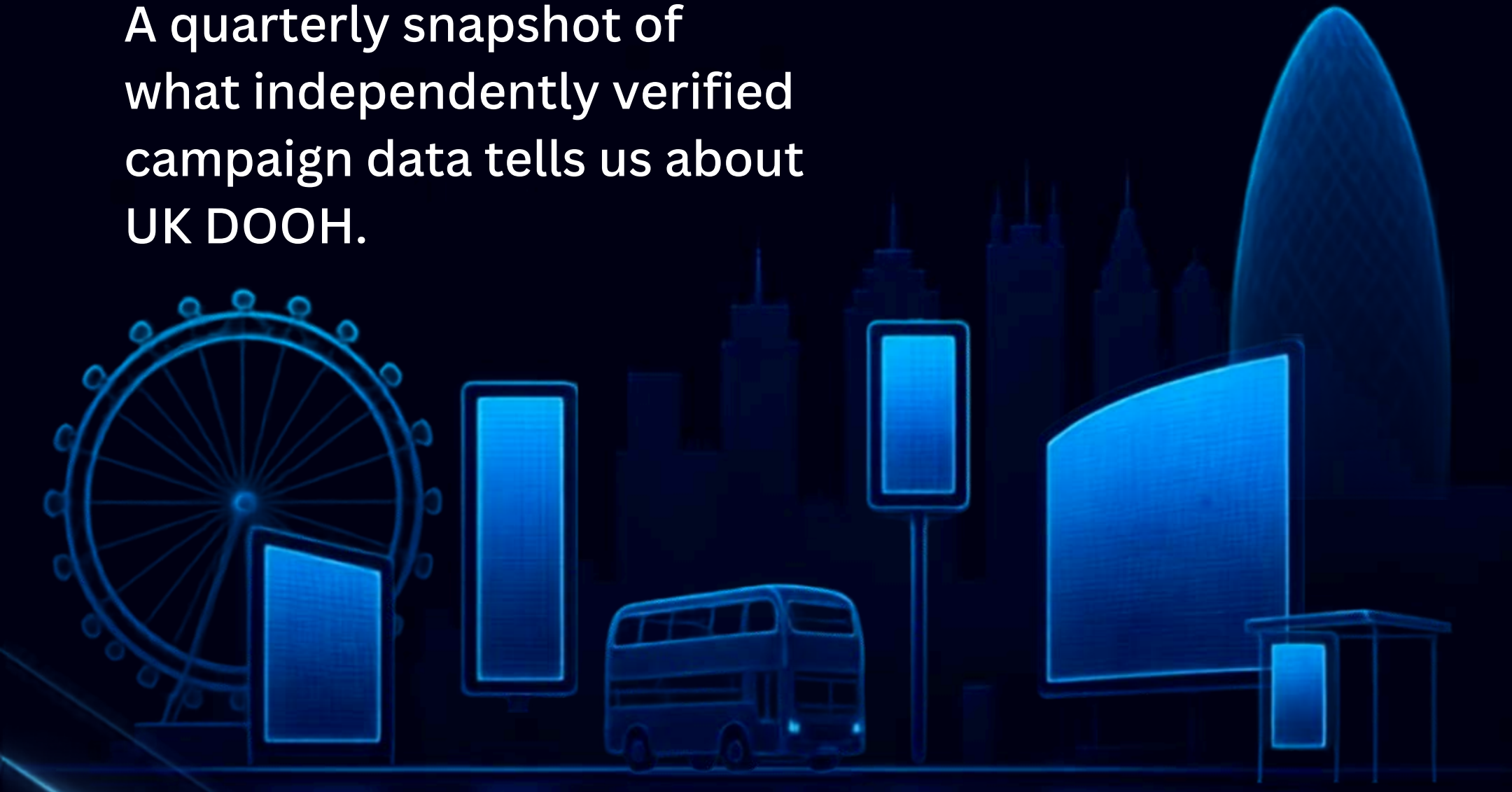
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UK DOOH - The State of Play

UK Q3 2026

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



Q3 at a glance

12.9bn

Impacts Verified

2.72bn

Plays Verified

26,377

Unique Screens

N.B. Programmatic campaigns are excluded

Q3 AT A GLANCE

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UK: Q3 '26

Who was on screen?

No single sector dominated UK screens in Q3. The top five each took between 10% and 12% of all verified plays.

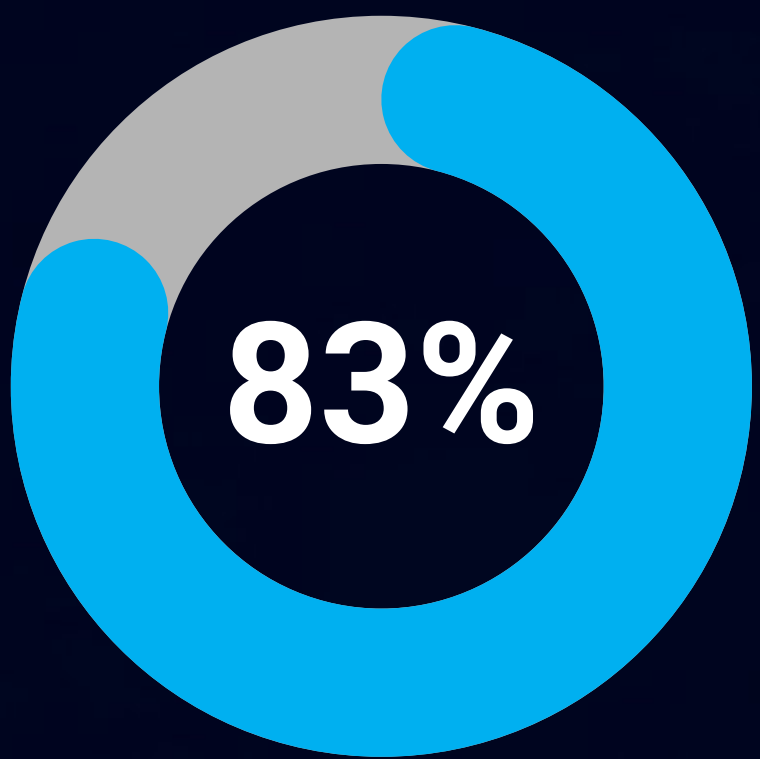
Top 5 Sectors by % share of verified plays



Share of verified plays, UK direct campaigns, Q3'26.
Sectors assigned by UniLED from brand names

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How did campaigns perform?



of campaigns over-delivered, getting more impacts than they booked

127%

Overall campaign performance vs booking targets

For every 100 impacts booked, 127 were delivered

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UK: Q3 '26

Additional Value Delivered

+2.8bn

additional impacts delivered above planned targets

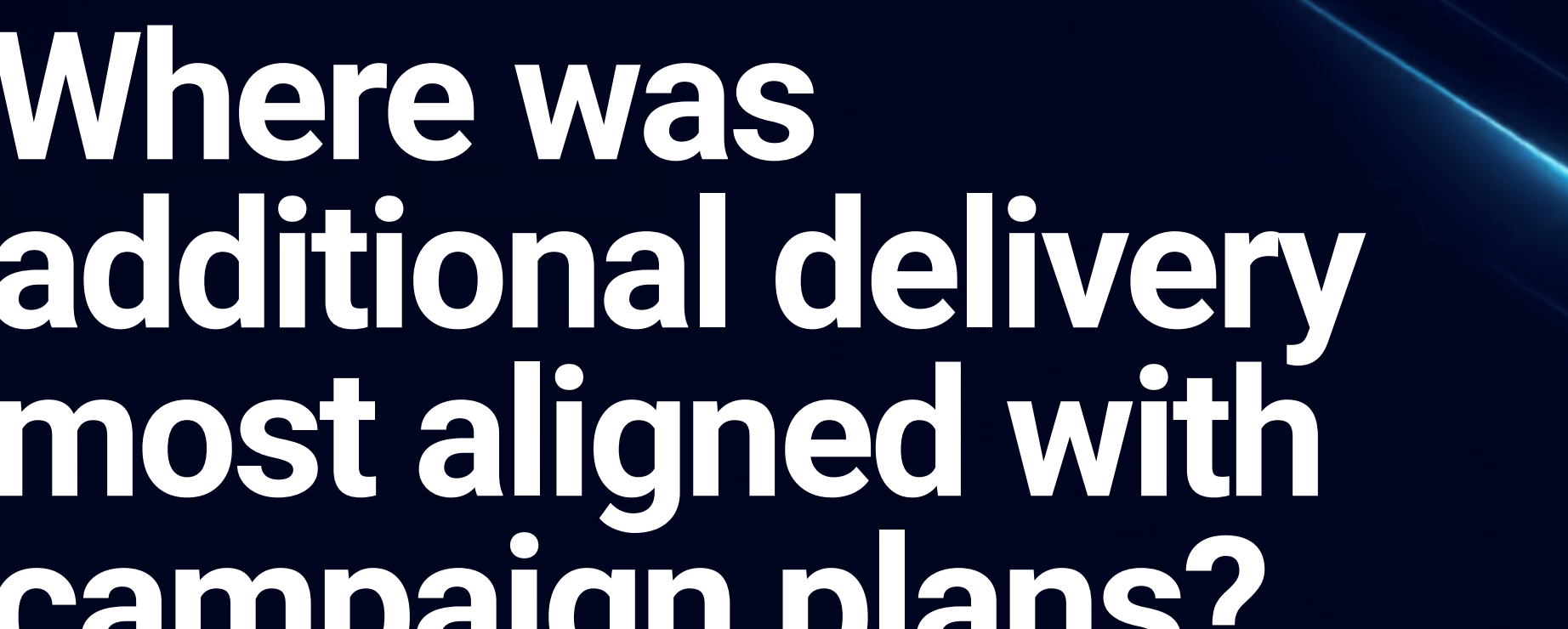
27% more than booked

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UK: Q3 '26

Where was additional delivery most aligned with campaign plans?

Share of additional impacts delivered within booked parameters, by environment



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UK: Q3 '26

When and where was it delivered?

Looking specifically at additional impacts delivered within booked campaign parameters

Share of in-schedule additional impacts by format



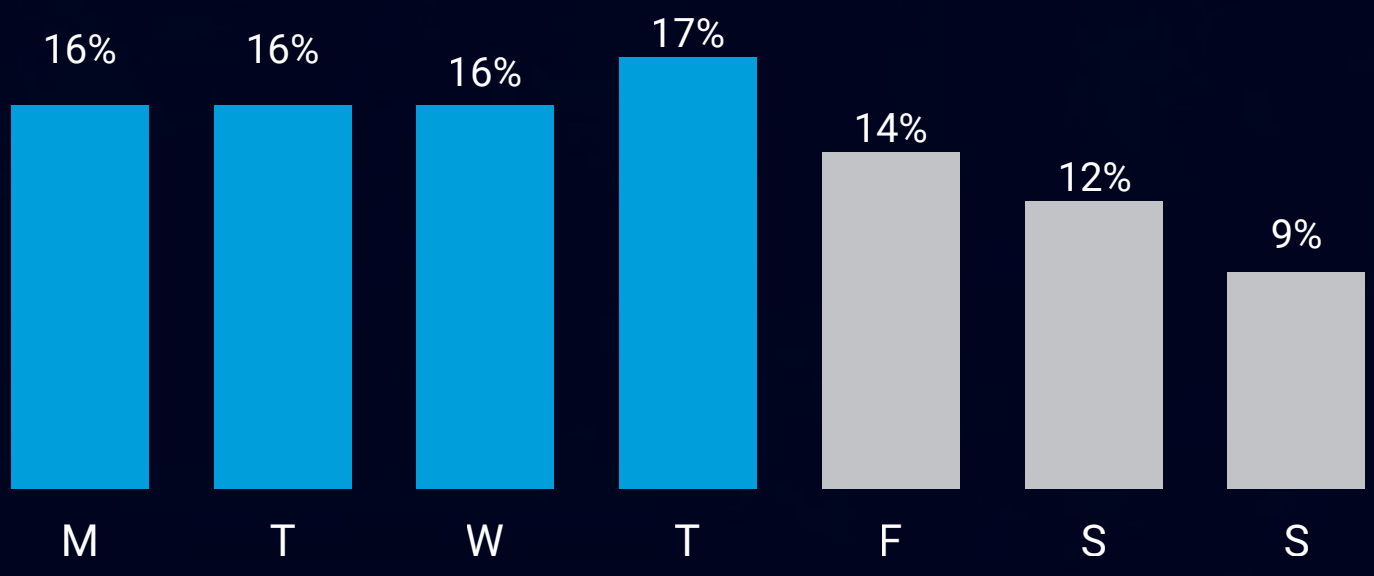
74%

of in-schedule additional impacts were delivered across D6 and D48 formats

Share of in-schedule additional impacts by day of week

65%

of in-schedule additional impacts were delivered Monday to Thursday



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UK: Q3 '26

This report is based on insights captured through direct UK campaigns that were independently verified during Q3'26 through our platform.

UNI LED

Maximise DOOH performance

Verify • Optimise • Measure

UniLED has been independently verifying DOOH campaigns since 2017, across the UK, Europe and US

www.uniledsoftware.com

sales@uniledsoftware.com

UK: Q3 '26