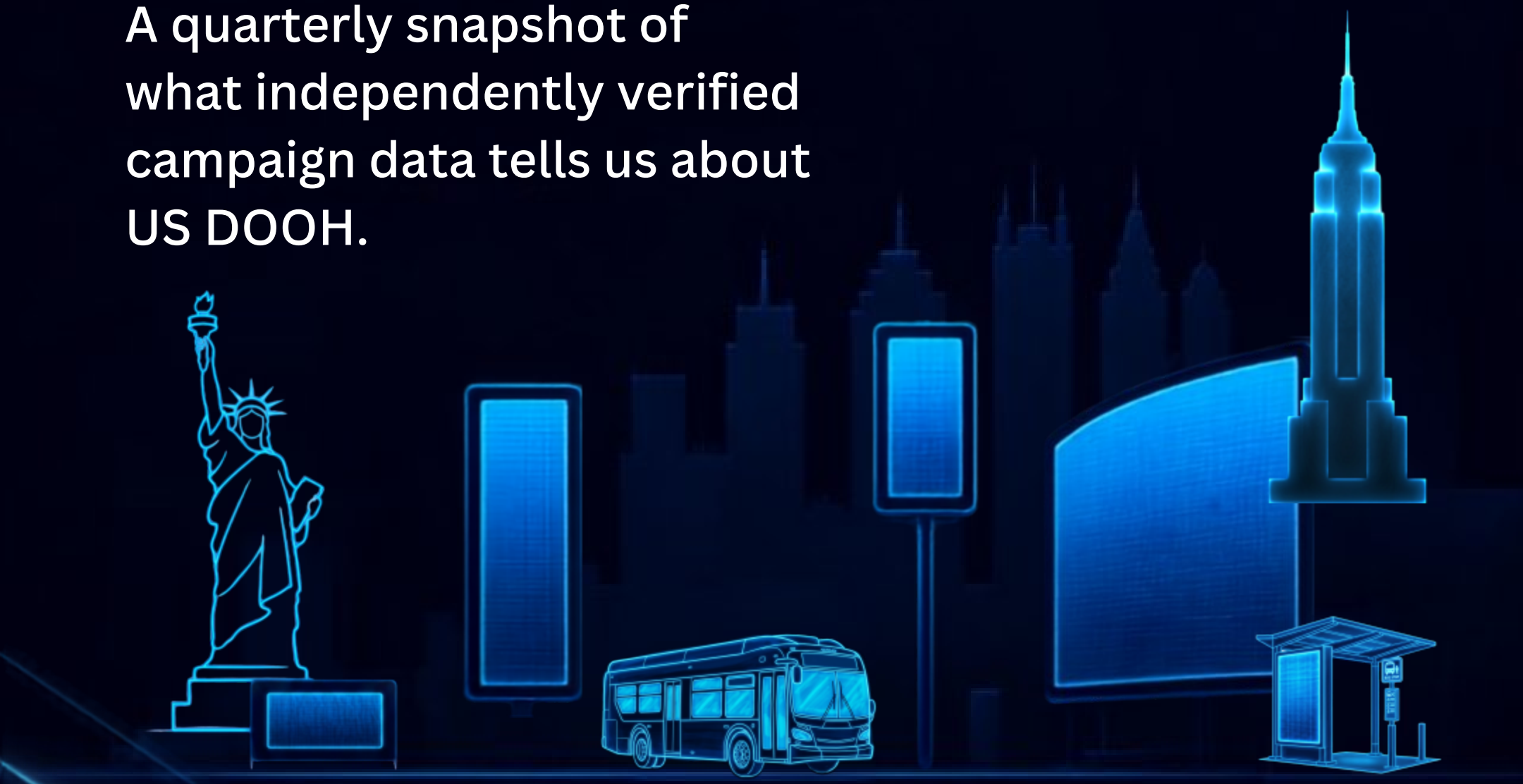
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US DOOH - The State of Play

US Q3 2026

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



Q3 at a glance

4.53bn

Impressions Verified

627m

Plays Verified

19,273

Unique Screens

N.B. Programmatic campaigns are excluded

Q3 AT A GLANCE

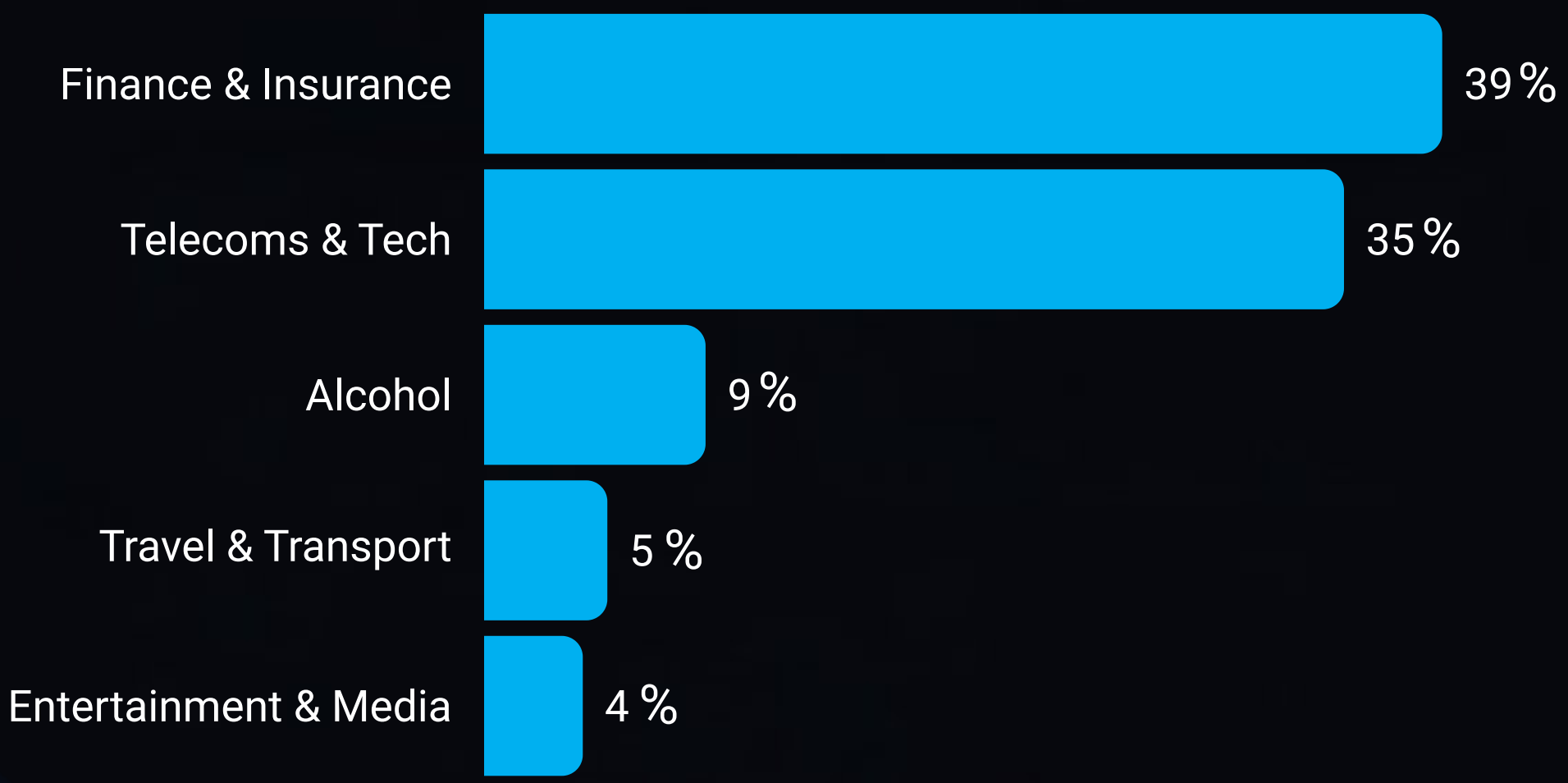
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US: Q3 '26

Who was on screen?

Finance & Insurance led screen time with 39% of verified plays

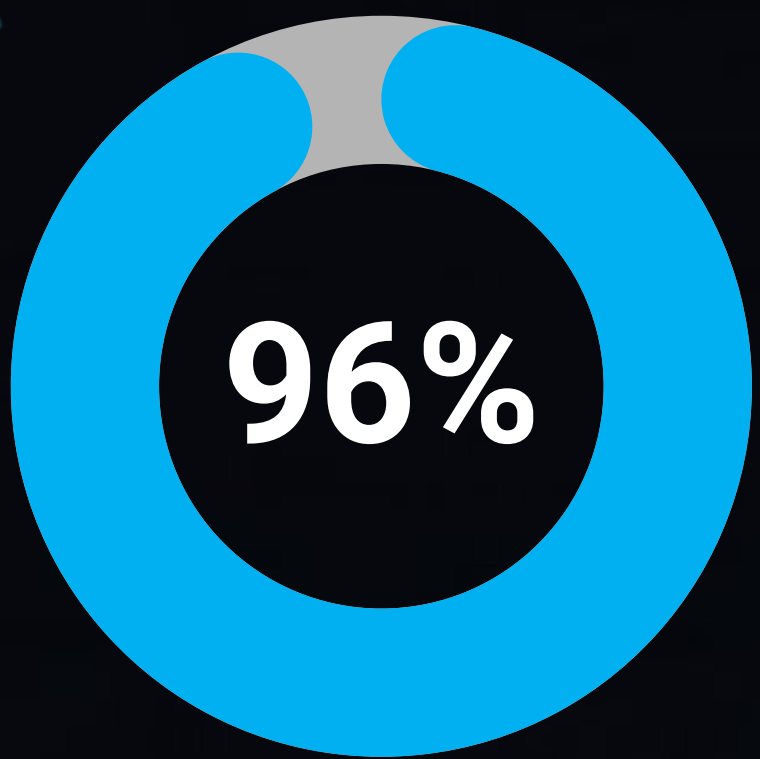
Top 5 Sectors by % share of verified plays



Share of verified plays, US 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 impressions than they booked

161%

Average overall delivery across campaigns vs booking targets

For every 100 impressions booked, 161 were delivered

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Additional Value Delivered

+1.7bn

additional impressions delivered
above planned targets

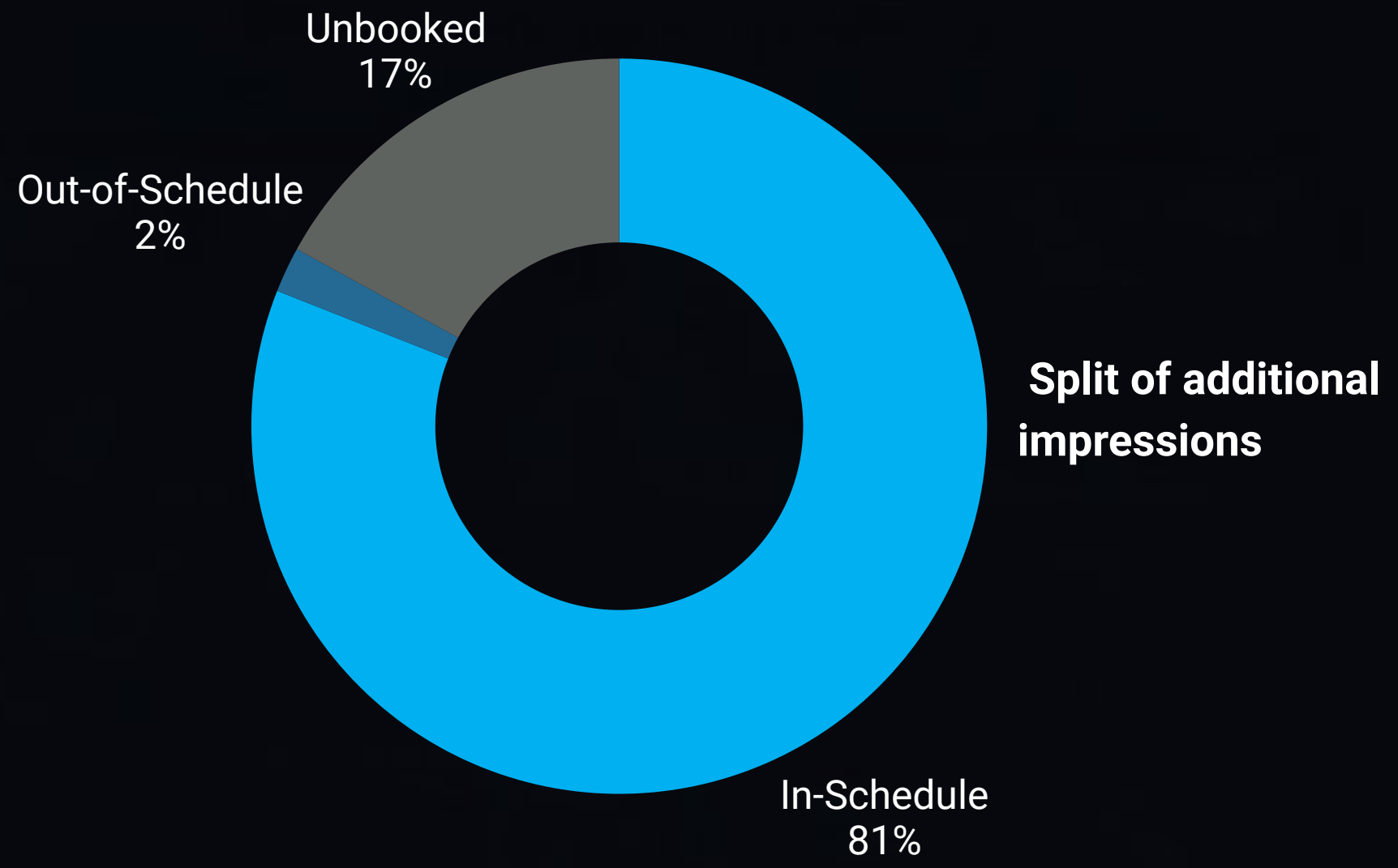
61% more than booked

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How was the additional value delivered?

Most of the 1.7bn additional impressions were delivered on booked screens at booked times.



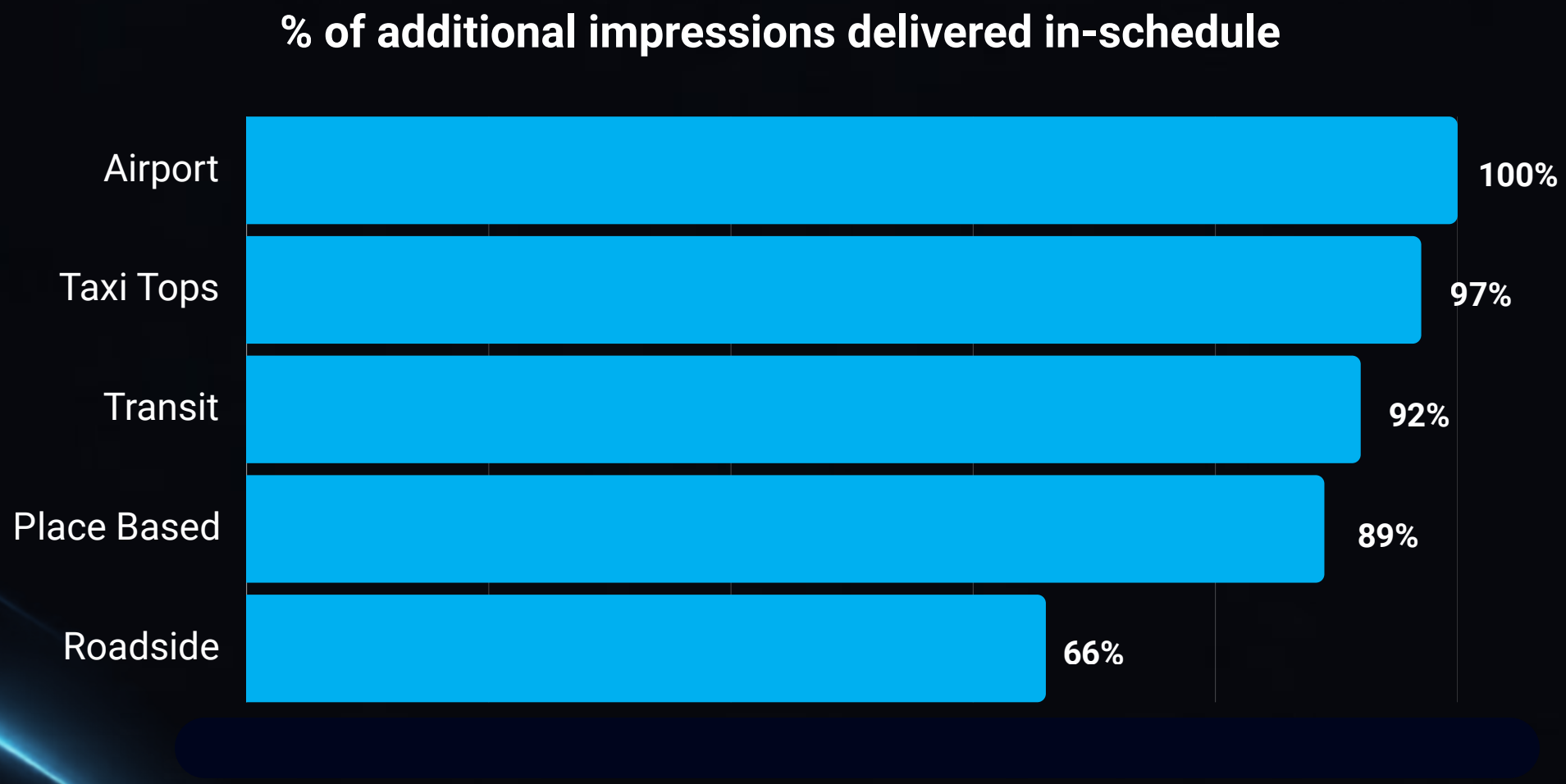
In-Schedule: impressions on booked units during the booked times
Out-of-Schedule: impressions on booked units outside the booked times
Unbooked: impressions on units not on the booked plan

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Where did additional delivery stick to the plan?

Airports led the way, delivering 100% of their additional impressions on booked screens at booked times.



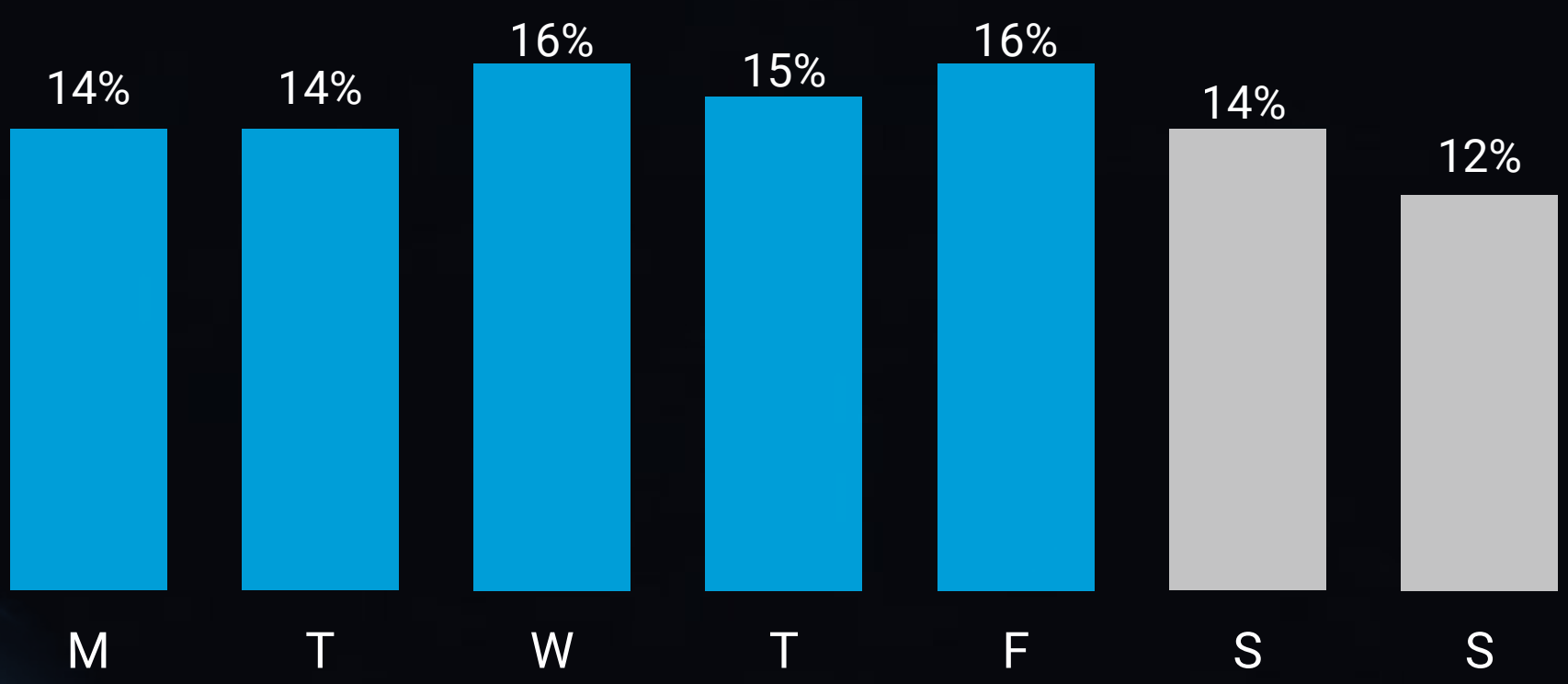
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US: Q3 '26

When was the additional value delivered?

Looking only at additional impressions delivered on booked screens, at booked times.

75% of in-schedule additional impressions were delivered Monday to Friday



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US: Q3 '26

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

UNI LED

Maximize DOOH performance

Verify • Optimize • Measure

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

www.uniledsoftware.com

sales@uniledsoftware.com