

NEWS

Outlook: lighthearted to informative

A weather report for the city's screens

3 July 2026, Tobias Engl



Good afternoon and welcome to the outlook for the city's billboards. The overall market conditions remain strong. Conditions are ideal everywhere where advertising is tailored to the time of day and demand. Here are the details.

Trading is quiet this morning. The screens display the fresh selection and opening hours, clearly legible in the bright light. There are a few breakfast specials here and there, which fade away around noon.

Around lunchtime, things start to get busy. In cafeterias and cafés, the menus switch to the daily special; the queue numbers tick along smoothly, and there are no lines at the counters. In the afternoon, the mood continues to lighten, and the displays switch to cake, classes, and rush hour traffic.

Toward evening, activity slows down noticeably. Store windows display special offers, and lobbies showcase the night's events. Behind this stable operation is ScreenWay, which processes data on-site and remains reliable even when the network elsewhere is hit by glitches.

As night falls, calm finally settles in. The screens dim; some go completely dark, saving power until dawn. What's ahead: consistently up-to-date, multilingual, and easy to read even from the back rows. Stay informed.