

NEWS

Gas Station and Charging Station

How Waiting Time at the Charging Station Becomes Valuable Attention

23 September 2026, Tobias Engl



The plug clicks into the socket, and the bar on the screen begins to rise. The guest now has twenty-five minutes of charging time ahead of them and steps out of the car. The charging level is displayed on the charging station, along with an offer tailored to this exact moment. ScreenWay sees this break as an opportunity. The wait is not wasted time, but rather a valuable moment of attention that doesn't pressure anyone.

Gas stations and charging stations are retail media locations. Anyone who charges their vehicle is spending time there and looking at the screen. ScreenWay transforms this space into a measurable advertising and shopping channel: battery level, hot coffee in the store, the restaurant next door, local offerings, and information about the car wash. This is controlled via anonymous, aggregated signals without cameras or facial recognition ensuring that reach remains verifiable and trust grows.

Retail media shines when relevance and measurability come together. ScreenWay links the battery level to the moment. When the battery is fully charged, a restaurant recommendation appears; when there are ten minutes of battery life remaining, a coffee offer appears for the walk to the store; and when the battery is full, a friendly reminder to continue

your journey appears. Bookable DOOH slots, transparent contact metrics at the team level, and analytics hosted in Europe and compliant with the GDPR make the channel reliable and predictable.

The same space continues to be used on the traditional gas pump. The screen on the pylon displays the car wash package, the loyalty program, and regional ads without interrupting the refueling process. ScreenWay maintains a “local-first” approach and offers bookable advertising space, thereby providing the operator with a retail media channel that belongs to them and does not flow to a third-party platform. The operator retains the value generated by their own advertising space.

This turns waiting time into value and transforms the parking lot into a media hub. ScreenWay turns waiting into a meaningful experience and provides guests with relevant information instead of simply observing them. For operators in the DACH region, this creates a sophisticated retail media space that simultaneously boosts sales and enhances the guest experience, while making the brand visible on the street.