NEWS

The Wall That Pays for Itself

How Display Space Becomes a Source of Revenue

9 November 2026, Tobias Engl



A screen in a store costs money both to operate and to purchase. What many people overlook is that the same space can also generate revenue. Where previously only the store's own advertisements were displayed, space can now be rented out to brands whose products are already on the shelves.

This principle is familiar from large-scale retail. A beverage manufacturer pays to have its product appear on screen at lunchtime, while a dairy company promotes its special offer right when customers are standing in front of the refrigerated section. The retailer sells not only merchandise but also attention in the right place and at the right time.

Control remains in-house. The operator decides which brand is shown and when, and the venue's own promotions continue to run between the paid ads. Time of day, day of the week, and location can be programmed separately, so that the breakfast promotion runs in the morning and the aperitif promotion in the evening.

Many ad networks leave behind a profile of their audience, but not this one. ScreenWay runs campaigns locally and counts impressions on-site without any personal data being transmitted. This provides proof of reach for the brand while leaving guests' privacy intact.

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In this way, the technology pays for itself over time and sometimes even more than that. A single display becomes a functional surface, and the screen earns its place on its own.

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