

Significant expansion of the “Rail ePanel” network: APG|SGA digitalises additional SBB stations in Zurich and Ticino

With exclusive new Rail ePanels in the urban railway stations Zurich Altstetten and Zurich Enge as well as Locarno and Bellinzona, APG|SGA is consolidating its leading role in digital out of home media. APG|SGA is therefore continuing its digital growth strategy across Switzerland and boosting the performance and reach of the national ePanel network.

The structural transformation and densification of cities over the last few years has prompted SBB to modernise and refurbish several central railway stations. In the course of this modernisation work, APG|SGA has been able to realise new digital solutions in its role as an exclusive out of home advertising partner. Advertisers can now book the following Rail ePanels in full HD quality, with flexible and cost-effective booking options.

Expanding the network in Zurich

Five new digital panels have been installed in premium locations at Enge station. The messages on these panels reach travellers and commuters as well as pupils of the nearby school Kantonsschule Enge. The railway station – an important urban development in the city – has been completely digitalised by APG|SGA. The three new Rail ePanels at Zurich Altstetten station are located in the middle of the modernised station underpass, which has now been extended and measures three times its previous width to create a perfect advertising environment. Several residential and office buildings have been constructed around the station site, and other large-scale construction projects are currently under way (e.g. the multifunctional Swiss Life Arena for sports and events).

Comprehensive coverage in Ticino

The “Rail ePanel” network now covers three major cities in Ticino. A total of six additional Rail ePanels have been installed in the Locarno and Bellinzona stations, making a perfect addition to the four existing ePanels in Lugano station. This enables advertisers to achieve comprehensive coverage with Rail ePanels in Italian-speaking Switzerland for the first time.

APG|SGA’s national digital portfolio is available to book programmatically. As of 2021, APG|SGA will be managing and marketing 361 Rail ePanels and a total of 1,811 screens. There are also plans for further digital expansions in Swiss railway stations and cities.

Information

- [Rail ePanel Bellinzona](#)
- [Rail ePanel Locarno](#)
- [Rail ePanel Zürich Altstetten](#)
- [Rail ePanel Zürich Enge](#)

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About the company

APG|SGA, Allgemeine Plakatgesellschaft AG is Switzerland's leading out of home media company. Specialising in digital and analogue advertising media, and special advertising formats, it covers all areas of out of home advertising in high-footfall locations on streets, in railway stations, at points of sale and points of interest, in mountain locations, in and on public transport, and in airports. APG|SGA also offers mobile, interactive and promotional options, thus combining quality and tradition with innovation and a passion for inspiring people with the best communication solutions in public spaces. The professionalism of its more than 500 employees is appreciated by customers, authorities and the advertising industry. They maintain the screens and poster spaces with great care, technical skill, precision and consideration for the environment, in order to ensure successful advertising across Switzerland.