

Politiken's iconic LED news ticker at City Hall Square to be replaced

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Via Visual Info wins landmark LED project

The famous LED news ticker at the top of Politiken's headquarters at City Hall Square – an iconic element of Copenhagen's urban landscape – is now set to receive a major technological upgrade by Danish LED specialist Via Visual Info.

Improved colour contrast and optimal adaptation to the surrounding light conditions will be among the key enhancements compared to Politiken's current LED ticker from 2012, along with an energy saving of more than 40% compared to today.

In addition, the LED news ticker will be controlled by highly advanced software, enabling Politiken to achieve an unprecedented level of flexibility in the selection and presentation of both news and advertising content.

Via Visual Info won the tender for the delivery and installation of the new LED display solution in competition with several other Danish LED and AV companies.

A historic reunion

CEO and co-owner of Via Visual Info, Jens Schelde, installed the very first LED news ticker for Politiken back in 2005, and later carried out the upgrade in 2012 through Via Visual.dk.

This marks the third consecutive time that his expertise helps usher in a new era for Denmark's most iconic large-scale display.

"Politiken's news ticker is not just a screen – it is part of Copenhagen's identity; unquestionably Denmark's most famous large-format display. That is why we are incredibly proud to once again be entrusted with bringing it into a new era," says Christian E. Hansen, Chief Commercial Officer and, since mid-2025, co-owner of Via Visual Info.

"And the fact that we won the project in a strong field of competitors demonstrates that our technical level, product quality and experience are truly top tier."

The new LED solution is based on Via Visual Info's own advanced produced outdoor **VVIDKO Series** – delivering extreme brightness, high refresh rates and energy-efficient operation. These factors are critical for a display that must operate around the clock in one of the country's most visited public spaces.

According to Jens Schelde, the project represents a special milestone:

“I’ve been hands-on with Politiken’s news ticker for nearly 20 years. To once again be part of it through Via Visual Info means a great deal to me. This is one of those projects where technology, cultural heritage and Copenhagen come together as one.”

A Danish LED success in the heart of the city

Via Visual Info’s appointment to replace the display underlines the company’s position as Denmark’s leading specialist in professional LED visual solutions.

For more than 100 years, Politiken’s news ticker has served as a visual landmark, and the upcoming version will not only be sharper, but also significantly more environmentally friendly.

“We are happy and proud to be given the opportunity to bring Politiken’s iconic news ticker into a new era. This project writes itself into Danish LED history,” says Niels Øhlenschläger, Chairman of the Board at Via Visual Info

Best regards

Christian E Hansen
Partner & Chief Commercial Officer (CCO)

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