



A Win Against Digital Billboards

How the Round Rock Community protected their citizens

In 2024, the city of Round Rock, a suburb of Austin and a Scenic City, united to block Media Choice, from erecting 12 digital billboards along major highways in the area.

The Media Choice Master Plan

In 2022, Media Choice began a campaign to install digital billboards in Round Rock. The company lobbied city council members, began to heavily engage with the local chamber of commerce. Media Choice then secured and funded a candidate for city council who would vote in favor of digital billboards. Once these attempts failed, Media Choice paid almost half a million dollars for a local political consultant to collect signatures, send direct mail, and create online campaigns.



Covert Billboard Company Campaigns

- Media Choice conducted an extensive and misleading campaign to gather signatures required for placing a digital billboard vote on the local ballot.
- Several businesses decided to retract their initial support after observing Media Choice's tactics.
- Media Choice tried to convince the community that these digital billboards would increase economic activity and enhance public safety, however the City of Round Rock quickly realized that they would, in fact, have no control over the content displayed.

The City also discovered that these digital billboards would also collect data on drivers and pedestrians through embedded cameras, putting privacy at risk.

A Win for Preserving our Skyline

City of Round Rock officials, activists and citizens took to social media and conducted a grass roots campaign to raise awareness. As a Scenic City, Round Rock reached out to Scenic Texas for support.

Together, they were able to stop these billboards from infiltrating this small suburb of Austin, but the fight continues across Texas.



“These digital billboards have cameras that collect data on the cars driving by, without the drivers’ permission. The company is infringing on your privacy and selling the data it collects”.

Larry Gonzales
Former State Representative
Round Rock Resident



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