



Screen **55**



# Bílá

Moravian-Silesian Region

**20 222**

Unique visitors / month

**116 512**

The number of visits / month

**Location:** Beskydy Ski Resort  
**Address:** Bílá 173, 739 15 Bílá  
**Placement:** Outdoor on a separate stand  
**Dimensions:** 10 m<sup>2</sup> - 400 x 250 cm  
**Ratio:** atyp, 992 x 620 px  
**Operation time:** 8:00 a.m. – 10:00 p.m. (15 hours)



Screen Specs

**55**

## Screen's potential:

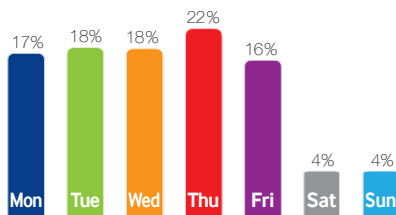
**2 156** Pedestrians (people a day)

**904** Motorists (people a day)

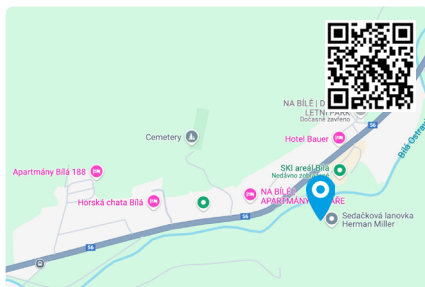
**3 240** **Daily Traffic Count**

**Locations:** sports complex / year-round recreational area

**Positions:** chairlift boarding station



Weekly viewership 6:00 a.m. – 10:00 p.m.



## Description of Location:

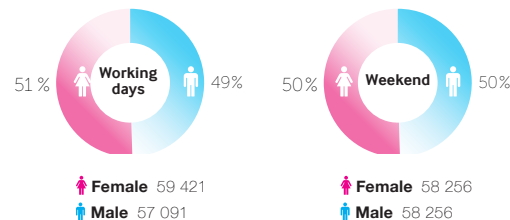
The LED screen is located on its own stand at the entrance to the four-seater chairlift. The Bílá Ski Resort is the largest ski resort in northern Moravia, with an FIS-approved ski slope, one of the training centers for the national alpine skiing team, the largest children's summer park in Moravia, a newly built singletrails bike park, and a venue for international trial bike competitions.

## Coverage:

**Roadway:** sports complex

**Surroundings:** chairlift boarding area

**Visibility:** over 400 m



**GPS coordinates:** 49.4428591281184 N, 18.45780588333417 E

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