

09

České Budějovice – DS Prior
South Bohemian Region





České Budějovice

South Bohemian Region

44 915

Unique visitors / month

114 015

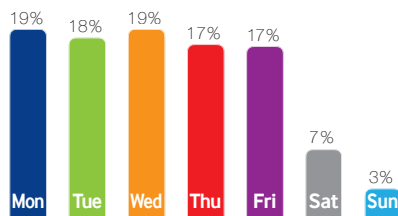
The number of visits / month

Location: Department Store Prior
Address: Lannova třída 22, České Budějovice
Placement: Outdoor on the building shell
Dimensions: 21 m² – 600 × 360 cm
Ratio: 16:9 – 1280 × 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen specs

09



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

Screen's potential:

33 100 Pedestrians (people a day)

900 Motorists (people a day)

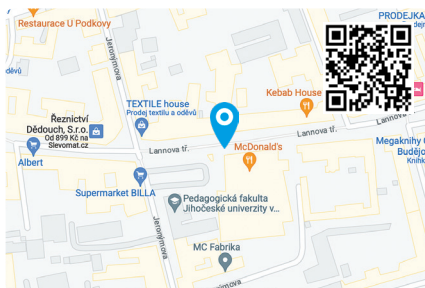
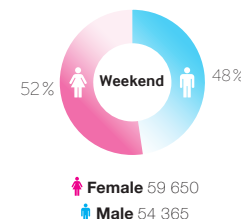
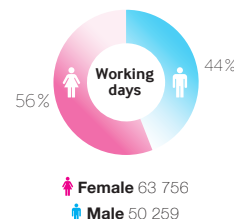
34 000 Daily Traffic Count

Locations: business district / residential area

Positions: downtown

Description of Location:

The screen is oriented towards the pedestrian zone which connects the centre with the transportation hubs for bus and rail. There is a busy pedestrian zone with an adjoining car park. The area offers a wide range of shops and services.



GPS coordinates: 48.9739975 N, 14.4835161 E

Coverage:

Roadway: pedestrian zone / street / parking lot

Surroundings: Public transport / ČD station, ČSAD / PNS / department store / shops / bank / pharmacy / supermarket / school / high school, university / restaurant / hotel / post office

Visibility: over 150 m