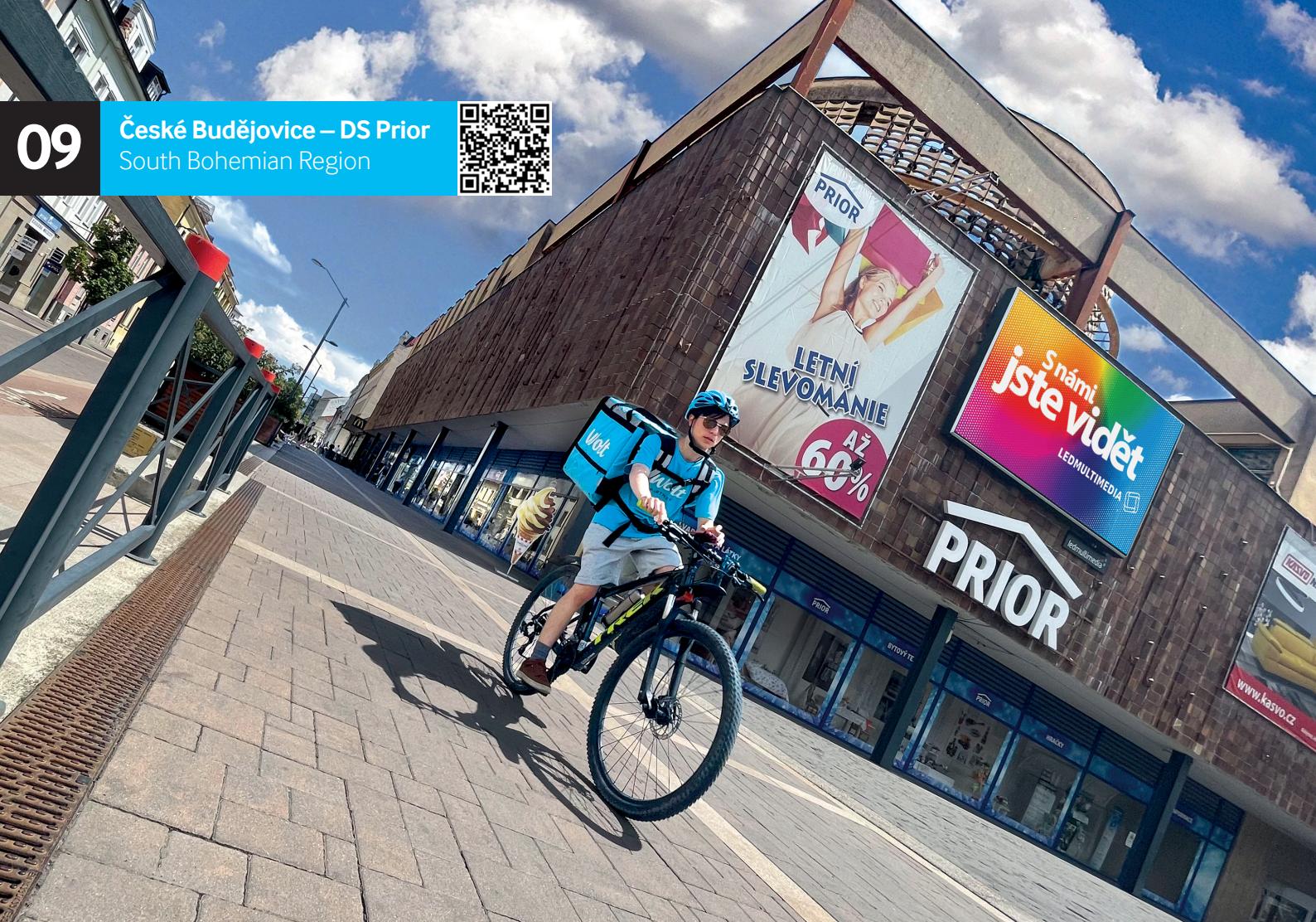


09

České Budějovice – DS Prior
South Bohemian Region



České Budějovice

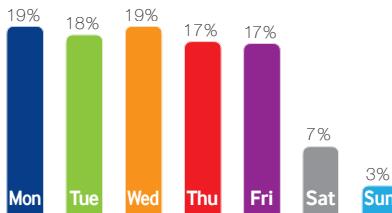
44 915

114 015

South Bohemian Region

Unique visitors / month

The number of visits / month



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



GPS coordinates: 48.9739975 N, 14.4835161 E

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)

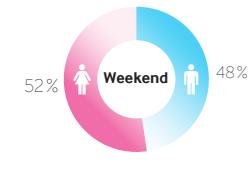
Screen specs

Screen's potential:

33 100 Pedestrians (people a day)

900 Motorists (people a day)

34 000 Daily Traffic Count



Gender	Count
Female	59 650
Male	54 365

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.

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