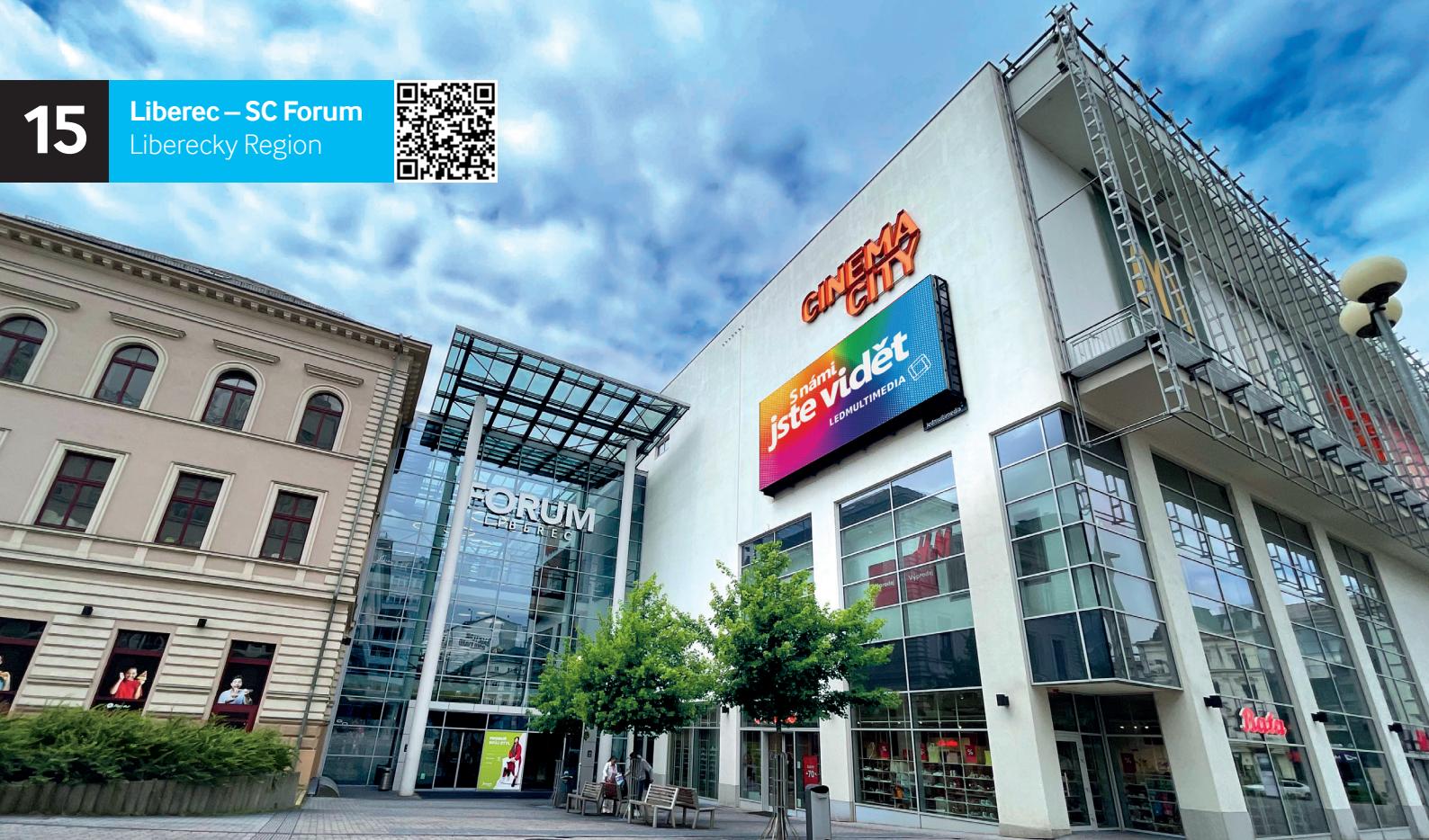
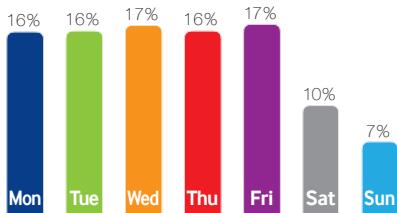


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Liberec – SC Forum
Liberecky Region



Liberec



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



GPS coordinates: 50.7656108 N, 15.0562642 E

101 440

Unique visitors / month

347 168

The number of visits / month

Liberecky Region

Location:

Shopping Centre Forum

Address:

Corner of Fügnerova Street and Soukenného náměstí 2a/669, Liberec

Placement:

Outdoors on the shopping centre shell

Dimensions:

36,7 m² – 896 x 410 cm

Ratio:

2,22:1 – 1024 x 460 px

Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

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Screen's potential:

50 800 Pedestrians (people a day)

200 Motorists (people a day)

51 000 Daily Traffic Count

Locations: business district / residential area

Positions: downtown



Female 182 445
Male 164 723

Female 181 286
Male 165 882

Description of Location:

The most successful shopping centre in the very centre of the city. It offers a number of desirable services: Cinema City, Datart, MyTesco, many branded stores. The screen is installed on the cinema building in the pedestrian direction of Fügnerova Street (city and suburban transport centre).

Coverage:

Roadway: street / pedestrian zone

Surroundings: Public transport / tram stop / main bus station / department store / / shops / PNS / pharmacy / bank / restaurant / supermarket / shopping centre

Visibility: over 200 m