

15

Liberec – SC Forum
Liberecký Region



Liberec

Liberecky Region

101 440

Unique visitors / month

347 168

The number of visits / month



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 × 410 cm
Ratio: 2,22:1 – 1120 x 512 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

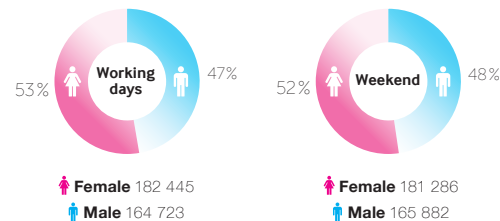


Screen's potential:

- 50 800** 🚶 Pedestrians (people a day)
- 200** 🚗 Motorists (people a day)
- 51 000** 🕒 **Daily Traffic Count**

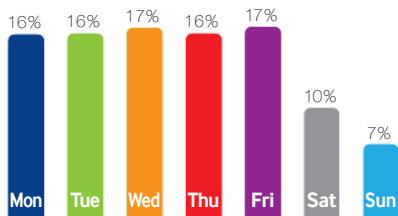
Locations: business district / residential area

Positions: downtown

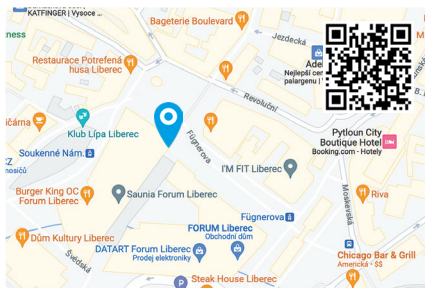


👤 **Female** 182 445
 👤 **Male** 164 723

👤 **Female** 181 286
 👤 **Male** 165 882



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



GPS coordinates: 50.7656108 N, 15.0562642 E

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