

48

Ostrava – OC Nová Karolína GIGA

Moravian-Silesian Region

Screen **48**

Ostrava

Moravian-Silesian Region

116 877
Unique visitors / month

396 220
The number of visits / month



Location: OC Nová Karolína GIGA
Address: Jantarová 4, 702 00 Moravská Ostrava a Přívoz
Placement: Outdoor on the front of the building
Dimensions: 53 m2 - 1260 x 420 cm
Ratio: atyp, 2016 x 672 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)

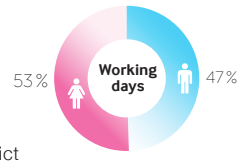
Screen Specs

48

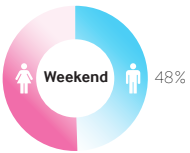
Screen's potential:

57 637	Pedestrians (people a day)
69 400	Motorists (people a day)
127 037	**Daily Traffic Count**

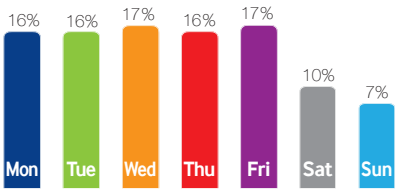
Locations: commercial district / residential district
Positions: city center



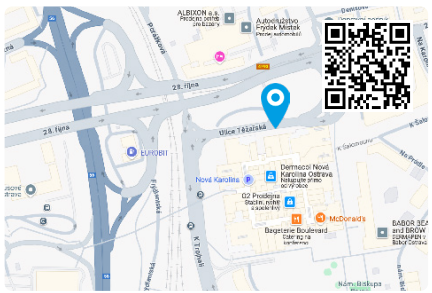
Female 209 997
Male 186 223



Female 206 034
Male 190 186



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



Description of Location:

The 53 m² screen is installed behind the glass façade of the Nová Karolína shopping centre. Spanning three floors with a total area of 58,000 m², the centre houses 220 shops, 24 restaurants, a cinema and cafés, and employs over 1,000 people. A two-level underground car park beneath the centre provides 1,500 parking spaces.

The screen is visible from the main road into the city centre and is located close to a busy public transport stop, banks, restaurants and hotels.

Coverage:

Roadway: treet / intersection / public transport hub
Surroundings: banks / shopping center / cinema / theater / restaurants
Visibility: over 400 m

GPS coordinates: 49.83161343815672 N, 18.28577488027216 E