

FORUM  
NOVÁ KAROLÍNA

Snámi  
jste vidět  
LEDMULTIMEDIA

48

Ostrava – OC Nová Karolína GIGA  
Moravian-Silesian Region





# 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 m<sup>2</sup> - 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:

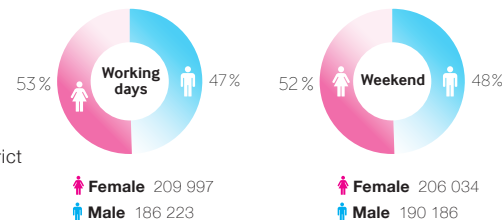
57 637 Pedestrians (people a day)

69 400 Motorists (people a day)

127 037 Daily Traffic Count

**Locations:** commercial district / residential district

**Positions:** city center



## Description of Location:

The LED screen with 53 m<sup>2</sup> is located on the Nová Karolína shopping center building, which has three floors with a total area of 58 000 m<sup>2</sup> and houses with 220 stores and 24 restaurants, a cinema and coffee shops. Over 1 000 people work there. There is a two-story underground parking garage with a capacity of 1 500 spaces beneath the center.

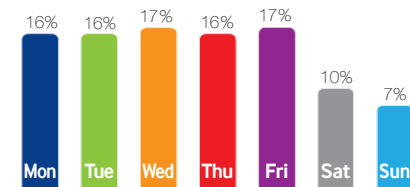
The screen is visible from the main road into the city center, close to a busy public transport stop, banks, restaurants, and hotels.

## Coverage:

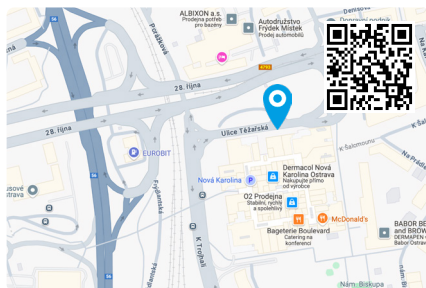
**Roadway:** street / intersection / public transport hub

**Surroundings:** banks / shopping center / cinema / theater / restaurants

**Visibility:** over 400 m



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



**GPS coordinates:** 49.83161343815672 N, 18.28577488027216 E