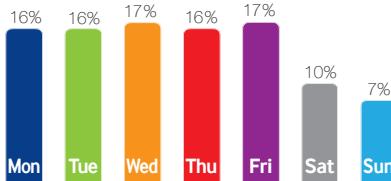


48

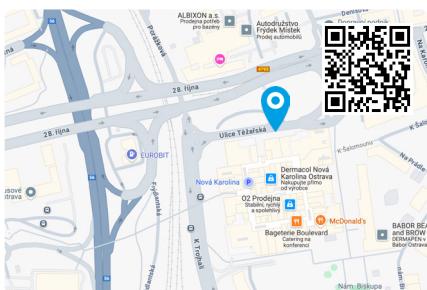
Ostrava – OC Nová Karolína GIGA
Moravian-Silesian Region



Ostrava



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



GPS coordinates: 49.83161343815672 N, 18.28577488027216 E

116 877

Unique visitors / month

396 220

The number of visits / month

Moravian-Silesian Region

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:

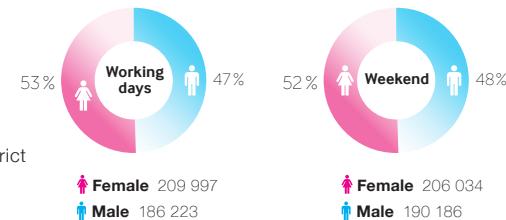
57 637 Pedestrians (people a day)

69 400 Motorists (people a day)

127 037 Daily Traffic Count

Locations: commercial district / residential district

Positions: city center



Description of Location:

The LED screen with 53 m² is located on the Nová Karolína shopping center building, which has three floors with a total area of 58 000 m² 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