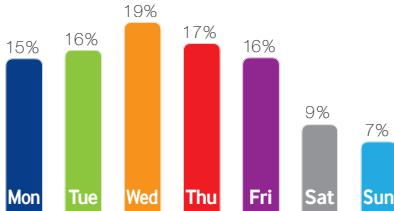


19

Ostrava – Vítkovice
Moravian-Silesian Region



Ostrava



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



GPS coordinates: 49.8210589 N, 18.2762881 E

37 050

Unique visitors / month

88 173

The number of visits / month

Moravian-Silesian Region

Location: Vítkovice

Address: Místecká street, Ostrava - Vítkovice

Placement: Outdoor on the building shell

Dimensions: 29,4 m² – 717 x 410 cm

Ratio: 16:9 – 1280 x 720 px

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



Screen Specs

19



Female 33 778
Male 54 395



Female 37 272
Male 50 901

Screen's potential:

1 220 Pedestrians (people a day)

54 880 Motorists (people a day)

56 000 Daily Traffic Count

Locations: industrial district

Positions: access from Frydek-Mistek / direction centre, Poland

Description of Location:

The screen on Místecká Street is located at the exit from the centre of Ostrava to Frydek-Mistek and the Beskydy Mountains, towards the shopping centres Tesco, Makro, Hornbach, car dealerships in Ostrava, etc. This arterial road is the main link between the city of Ostrava and recreational and golf resorts Čeladná and Ostravice in the Beskydy Mountains.

Coverage:

Roadway: access / tram line / public transport / street

Surroundings: petrol station / factory / restaurant

Visibility: over 200 m