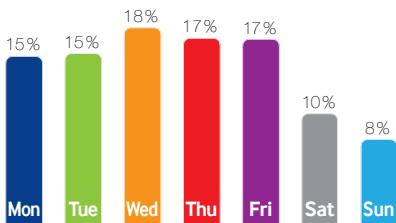


28

Pilsen – Americká
Pilsen Region



Pilsen



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



GPS coordinates: 49.744450 N, 13.372248 E

75 468

Unique visitors / month

179 548

The number of visits / month

Pilsen Region

Location:

Americká [Americka Street]

Address:

Klatovská třída č. p. 528, Pilsen 3 – Vnitřní Město

Placement:

Outdoor on the building shell

Dimensions:

10,4 m² – 410 × 256 cm

Ratio:

atyp – 1024 × 512 px

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



Screen Specs

Screen's potential:

52 000 Pedestrians (people a day)

23 000 Motorists (people a day)

75 000 Daily Traffic Count

Locations: residential area / business district

Positions: downtown



Female 94 397
Male 85 151



Female 94 597
Male 84 951

Description of Location:

The screen is located on the facade of the building, at the intersection of Klatovská and Americká streets, opposite the American Liberators Monument. Its coverage covers both the busy pedestrian zone, as well as a busy traffic light intersection. Near the screen tram and bus stops, banks, a number of cafes, restaurants and shops.

Coverage:

Roadway: intersection / street / pedestrian zone

Surroundings: Public transport / cultural facilities / restaurants / supermarket / / hotel / shops / PNS / bank / post office / pharmacy

Visibility: over 200 m