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**Pedestrian corridor Budějovická**  
Prague – The Capital City



## Prague

The Capital City

197 366

Unique visitors / month

234 679

The number of visits / month



**Location:** Shopping zone – Budějovická pedestrian corridor  
**Address:** Olbrachtova 1946/64, 140 00 Prague 4 – Krč  
**Placement:** Outdoor on the footbridge  
**Dimensions:** 3,84 m<sup>2</sup> – 210 × 160 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

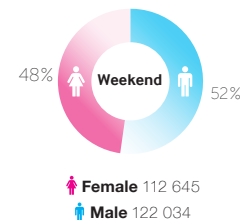
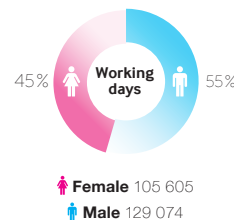
32

## Screen's potential:

39 473 Pedestrians (people a day)

0 Motorists (people a day)

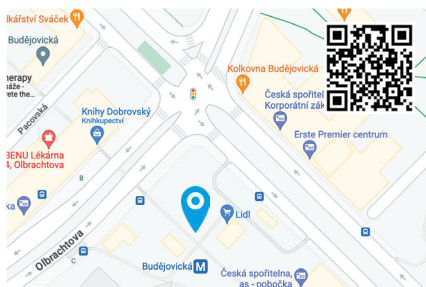
39 473 Daily Traffic Count

**Locations:** business district / residential area**Positions:** pedestrian zone of OC DBK

## Description of Location:

The screen is located on the footbridge above the pedestrian zone of the DBK shopping centre, near the metro station Budějovická - complex of office buildings and banking houses, Budějovická polyclinic, Prague 4 Municipal Office.

## Coverage:

**Roadway:** pedestrian zone**Surroundings:** metro station / department stores / restaurants / supermarket / banking houses**Visibility:** over 250 m

GPS coordinates: 50.04446 N, 14.44853 E