

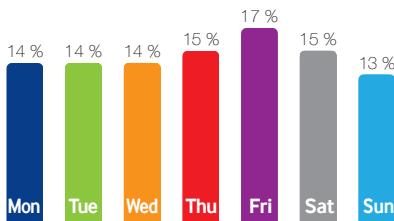


32

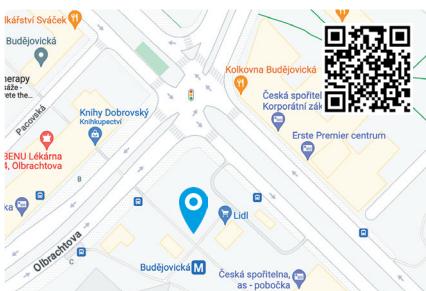
Pedestrian corridor Budějovická  
Prague – The Capital City



# Prague



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



GPS coordinates: 50.04446 N, 14.44853 E

**197 366**

Unique visitors / month

**234 679**

The number of visits / month

The Capital City

**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 x 160 cm

**Ratio:**

16:9 – 1280 x 720 px

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



Screen Specs

32

## Screen's potential:

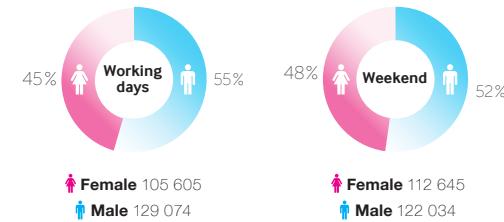
**39 473** Pedestrians (people a day)

**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