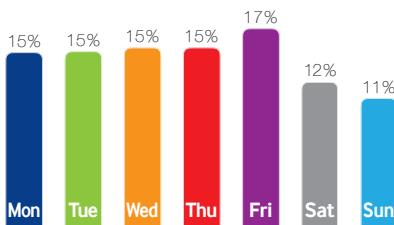


03

## Prague – Shopping Area Černý Most The Capital City



# Prague



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



GPS coordinates: 50.10965 N, 14.5766 E

The Capital City

176 188

Unique visitors / month

377 010

The number of visits / month

## Location:

Shopping and Residential Area Černý Most

## Address:

Chlumecká leading to Prague, Prague 14 – Černý Most

## Placement:

Outdoors, on a free-standing steel pole, Chlumecká street

## Dimensions:

42 m<sup>2</sup> – 900 × 470 cm

## Ratio:

16:9 – 1280 × 720 px

## Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



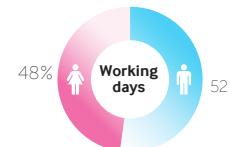
Screen Specs

## Screen's potential:

17 700 Pedestrians (people a day)

53 700 Motorists (people a day)

71 400 Daily Traffic Count



Female 179 971  
Male 197 039

Female 183 984  
Male 193 026

**Locations:** shopping area / residential area

**Positions:** main road in and out of Prague  
– Hradec Králové and Mladá Boleslav

## Description of Location:

A very busy shopping and residential area in the northern suburbs of Prague.

In close proximity: Makro, Hornbach, Sconto, Toyota, Humanic, KFC, McDonald's, Ikea, Centrum Černý Most and bus station of inter-city and inner-city lines terminus of B metro line. The screen is placed on a pole in the close vicinity of Chlumecká street leading to Prague from Hradec Králové and Mladá Boleslav.

## Coverage:

**Roadway:** main road / street / crossroads / car park

**Surroundings:** Public transport (metro, bus stations) / shopping malls / pe trol stations / restaurants / / supermarkets / car showroom / newsagent

**Visibility:** over 200 m