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 **SA**

04

Prague Hostivař – VIVO! Shopping
The Capital City

Prague

114 019

Unique visitors / month

347 011

The number of visits / month



Location: Hostivař – VIVO! Shopping
Address: Švehlova 1391/32, Prague 10 – Hostivař
Placement: Outdoor on the building shell
Dimensions: 14,7 m² – 512 × 288 cm
Ratio: 16:9 – 1280 × 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



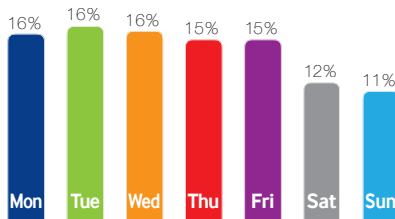
04

Screen's potential:

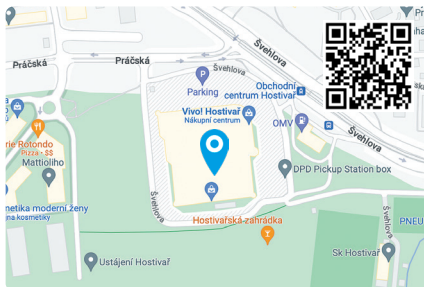
29 900 Pedestrians (people a day)

31 100 Motorists (people a day)

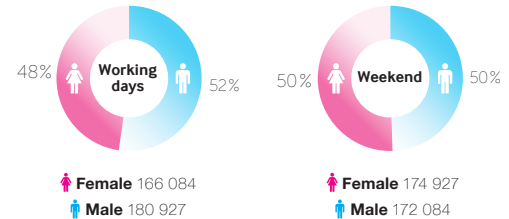
61 000 Daily Traffic Count

Locations: business district / residential area**Positions:** parking lot, passage towards the centre and vice versa

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



GPS coordinates: 50.0534150 N, 14.5178375 E



Description of Location:

The Screen is placed on the shopping mall to the right of the main entrance. It is the centre of the southern part of Prague 10 residential area in the vicinity of Prague Ring motorway Jižní spojka.

Fitness centres, restaurants, supermarket, Datart, McDonalds, Post office and others.

The screen faces Švehlova street. The venue offers popular services: Palace Cinemas.

Coverage:

Roadway: car park / shopping area

Surroundings: Public Transport (bus and tram lines) / shopping malls / restaurants / supermarket / shops / post office / pharmacy

Visibility: over 200 m