



04

Prague Hostivař – VIVO! Shopping
The Capital City



Raiffeisen
BANK

spirovaná klienty

Tchibo

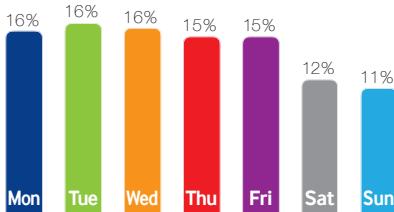


114 019

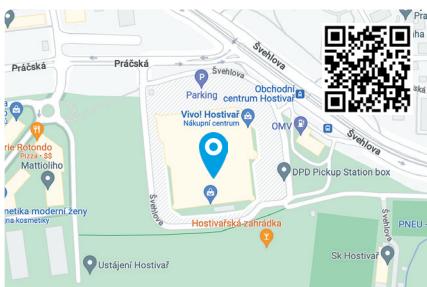
Unique visitors / month

347 011

The number of visits / month



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



GPS coordinates: 50.0534150 N, 14.5178375 E

The Capital City

Location:

Hostivař – VIVO! Shopping

Address:

Švehlova 1391/32, Prague 10 – Hostivař

Placement:

Outdoor on the building shell

Dimensions:14,7 m² – 512 x 288 cm**Ratio:**

16:9 – 1280 x 720 px

Operation time:

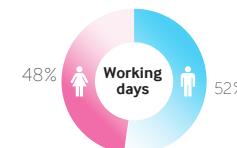
6:00 a.m. – 10:00 p.m. (16 hours)

**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

Female 166 084
Male 180 927

Female 174 927
Male 172 084

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

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