



40

Prague – NeuMax
Prague – The Capital City



Prague

161 054

Unique visitors / month

357 010

The number of visits / month



Location: NeuMax
Address: 1818/13 Pikovická Street, 140 00 Prague 4 – Braník
Placement: Outdoors, on the building shell
Dimensions: 27,17 m² – 614 x 410 cm
Ratio: 16:9 – 1280 x 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Birth certificate



Statistics



Screen's potential:

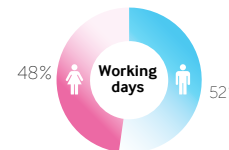
26 445 🚶 Pedestrians (people a day)

52 890 🚗 Motorists (people a day)

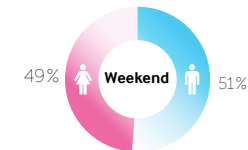
79 335 🕒 **Daily Traffic Count**

Locations: business district / residential area

Positions: road Modřanská



👩 **Female** 171 365
 👨 **Male** 185 645



👩 **Female** 174 935
 👨 **Male** 182 075

Description of Location:

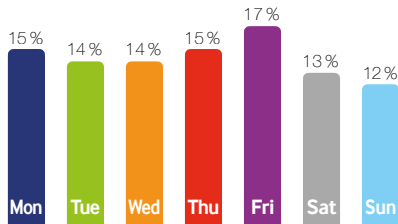
The LED screen is located on the shell of the Neumax building with an impact on the busy Modřanská – Jižní spojka intersection, which is the main route to the Braník, Lhotka, Kamýk and Komořany housing estates. There are tram and bus routes in the vicinity. There are office buildings and other commercial premises, a sports complex for relaxation HAMR and a nearby golf course.

Coverage:

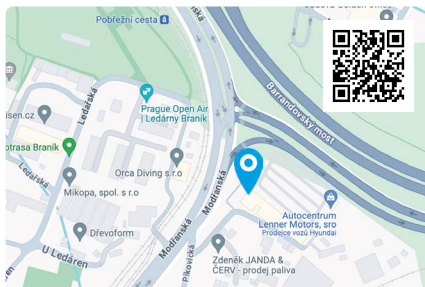
Roadway: street / intersection / entrance to the City Ring Road

Surroundings: company headquarters / busy Modřanská road

Visibility: over 100 m



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



GPS coordinates: 50.031793 N, 14.409234 E

