



04

Prague Hostivař – VIVO! Shopping  
The Capital City



**Raiffeisen  
BANK**

Banka inspirovaná klienty



# Prague

The Capital City

**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 m<sup>2</sup> – 512 × 288 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Birth certificate



Statistics



## Screen's potential:

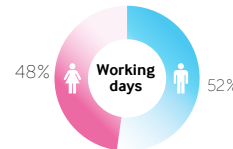
**29 900** 🚶 Pedestrians (people a day)

**31 100** 🚗 Motorists (people a day)

**61 000** 🕒 **Daily Traffic Count**

**Locations:** business district / residential area

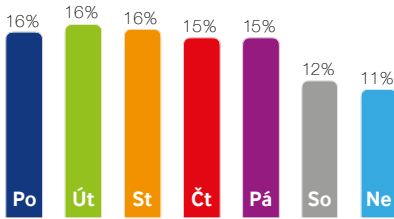
**Positions:** parking lot, passage towards the centre and vice versa



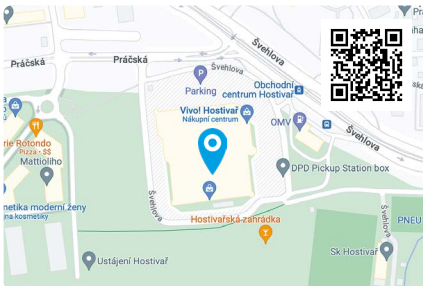
♀ **Female** 166 084  
 ♂ **Male** 180 927



♀ **Female** 174 927  
 ♂ **Male** 172 084



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







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# Contacts and support

ledmultimedia 

## Our contacts:

Ledmultimedia, s.r.o.  
Klokotská 744/29  
390 01 Tábor

IČ: 28118642  
DIČ: CZ28118642

## Bank connection:

CZK – 1387913078/2700  
EUR – 1387913086/2700

GSM: +420 727 874 408  
E-mail: [info@ledmultimedia.cz](mailto:info@ledmultimedia.cz)



Terms and Conditions



Catalogue LED  
2023



How to prepare data



Technical support



[info@ledmultimedia.cz](mailto:info@ledmultimedia.cz) / [www.ledmultimedia.cz](http://www.ledmultimedia.cz) 