



S04

Bratislava – Mlynské nivy
Bratislava Region

**Location:**

Bratislava – Mlynské nivy

Address:

Mlynské nivy 4122/3, 821 09 Bratislava

Placement:

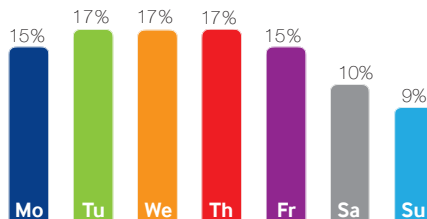
Outdoor screen mounted on the building façade

Dimensions:41,3 m² – 510 × 810 cm**Ratio:**

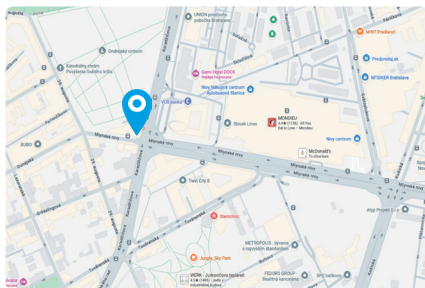
atyp – 450 x 720 px

Operation time:

7:00 a.m. – 10:00 p.m. (15 hours)

Screen's potential:7 186  Pedestrians (people a day)56 428  Motorists (people a day)63 614  Daily Traffic Count

Weekly viewership 7:00 a.m. – 10:00 p.m.



GPS coordinates: 48.14683 N, 17.12387 E

Locations: city centre / administrative

and commercial district / major transport hub

Positions: Bratislava – Mlynské nivy**Description of Location:**

The LED screen is strategically positioned near one of Bratislava's busiest intersections, where Mlynské nivy meets Karadžičova Street, in the immediate vicinity of a major administrative, commercial and transport hub. The location connects the city centre with the rapidly developing Nivy district and attracts heavy daily traffic, including motorists, public transport passengers, pedestrians, shopping centre visitors and employees of the surrounding office complexes. Its large format and position next to a signal-controlled intersection ensure excellent visibility and prolonged exposure to the advertising message. The screen reaches economically active urban audiences, local residents, visitors to Bratislava and passengers travelling to Nivy Bus Station.

Description of Location:**Roadway:** major urban thoroughfare / signal-controlled intersection / gateway to the city centre**Surroundings:** Nivy Station / Nivy shopping centre / bus station / Twin City / office buildings / hotels / public transport / shops and services**Visibility:** more than 300 m