

Digital Out of Home

Creative Specifications

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1. Basic video formats

The following video formats are standard formats accepted by most DOOH vendors.

Formats a. through c. can be derived from a single creative, which is rendered in 3 different resolutions (Full-HD 16:9, UHD 16:9, Full-HD 16:10).

Formats d. and e. require a separate creative, which is rendered in 2 different resolutions (Full-HD 9:16, UHD 9:16).

Format f. requires a third creative (screens or projectors with a 4:3 aspect ratio):

a. **Basic video format for 16:9 Full-HD landscape screens (horizontal):**

Resolution: 1.920 x 1.080 (square pixels)

Bit rate: 6.000-10.000 Kbit/s (VBR)

b. **Basic video format for 16:9 UHD landscape screens (horizontal):**

Resolution: 3.840 x 2.160 (square pixels)

Bit rate: 24.000-40.000 Kbit/s (VBR)

c. **Basic video format for 16:10 Full-HD landscape screens (horizontal):**

Resolution: 1.920 x 1.200 (square pixels)

Bit rate: 6.000-10.000 Kbit/s (VBR)

d. **Basic video format for 9:16 Full-HD portrait screens (vertical):**

Resolution: 1.080 x 1.920 (square pixels)

Bit rate: 6.000-10.000 Kbit/s (VBR)

e. **Basic video format for 9:16 UHD portrait screens (vertical):**

Resolution: 2.160 x 3.840 (square pixels)

Bit rate: 24.000-40.000 Kbit/s (VBR)

f. **Basic video format for 4:3 landscape screens (horizontal):**

Resolution: 1.600 x 1.200 (square pixels)

Bit rate: 6.000-10.000 Kbit/s (VBR)

g. Frame rate, color depths and compression specs for all of the above formats:

Frame rate: 25,00 fps progressive
 Color depth: 24 bit (16,7 mio. colors)
 Compression: H264 (MPEG4-Level10)
 Codec: H264 in MPEG4

h. Maximum file sizes for programmatic buying & distribution:

Video length (sec)	Max. file size (MB) Full-HD (1080p)	Max. file size (MB) UHD (2160p)	Max. file size (MB) 4:3 (1.600x1.200)
5	5	20	5
10	10	40	10
15	15	60	15
20	20	80	20
25	25	100	25
30	30	120	30

2. Basic still image formats

The following basic formats are required mostly for still images on videoboards along streets and highways where moving images are prohibited.

The resolutions are identical to the basic video formats (see above), the file type should be **uncompressed JPG**:

a. Basic still format for **16:9 Full-HD landscape** screens (horizontal):

Resolution: 1.920 x 1.080

b. Basic still format for **16:9 UHD landscape** screens (horizontal):

Resolution: 3.840 x 2.160

c. Basic still format for **16:10 Full-HD landscape** screens (horizontal):

Resolution: 1.920 x 1.200

d. Basic still format for **9:16 Full-HD portrait** screens (vertical):

Resolution: 1.080 x 1.920

e. Basic still format for **9:16 UHD portrait** screens (vertical):

Resolution: 2.160 x 3.840

f. Basic still format for **4:3 landscape** screens (horizontal):

Resolution: 1.600 x 1.200

g. Maximum file sizes for programmatic buying & distribution:

Max. file size (MB) Full-HD (1080p)	Max. file size (MB) UHD (2160p)	Max. file size (MB) 4:3 (1.600x1.200)
6	24	6

3. Additional still image formats

The following formats are required for certain passenger television systems in public transports (busses, subways, streetcars) with non-standard screen sizes (a. through d.) and for the „DUS Airport Window“ (e.) which is a still format displayed in the footer of all 266 screen in the Düsseldorf airport displaying arrival and departure information.

Format a. through d. can be created as a single file by placing a 16:9 creative (976 x 549 resolution) in a 1.440 x 750 frame (see illustration below). The DOOH passenger TV systems will then cut of the appropriate amount of frame automatically upon layout.

These formats are not absolutely mandatory (rather nice to have), however, production of these formats is encouraged for a better campaign quality. The file type should be **uncompressed JPG**:

a. Additional still format for **passenger tv** screens:

Resolution: 1.024 x 555

b. Additional still format for **passenger tv** screens:

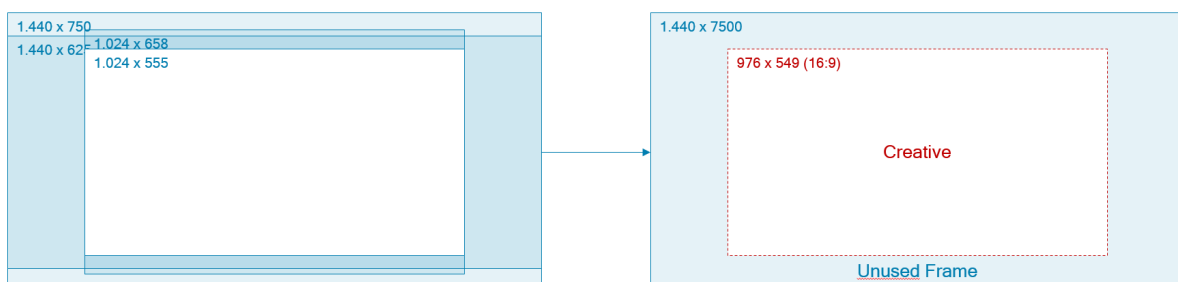
Resolution: 1.024 x 658

c. Additional still format for **passenger tv** screens:

Resolution: 1.440 x 625

d. Additional still format for **passenger tv** screens:

Resolution: 1.440 x 750



e. Basic still format for **DUS Airport Windows** screens:

Resolution: 1.080 x 250