

TECHNICAL SPECIFICATION

Digisize



Slot length: 5 or 10 seconds
(check purchased slot time)



Resolution: 1080 × 1920



Orientation: Portrait



Upon delivery, the material must be rotated
-90° degrees counterclockwise



Format: .MP4 .MOV
Codec: h.264
Bit rate: Max 26 Mbps
Frame rate: 25 fps

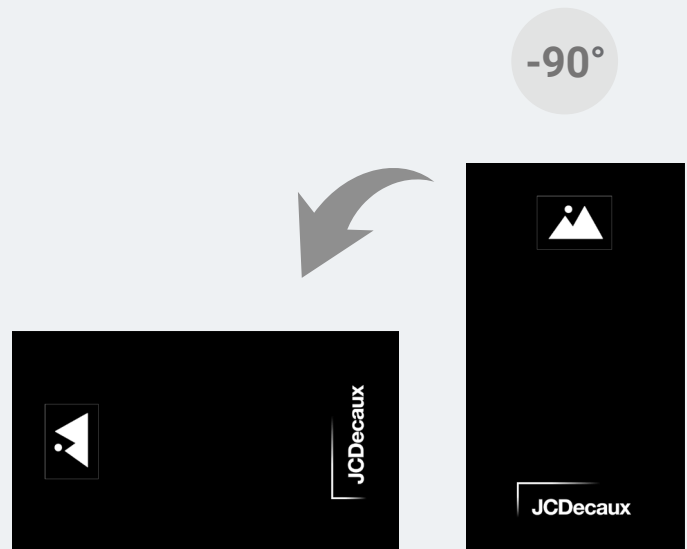


File size: Up to 30MB

GUIDELINES

- Remember not to use existing print ads or television commercials. They must be adapted or redesigned.
- The media must be developed specifically for portrait format that has aspect ratio of 9:16.
- The City of Stockholm has required limitations on how much animation a digital ad may have at one time. This means that we are prevented from publishing digital content in the form of full motion commercials.

FINALLY: ROTATE THE MATERIAL -90° DEGREES



CONTENT SUBMISSION

When?

Final draft must be submitted within 5 working days prior to the campaign launch date.
For further information concerning your submitted material contact: seonline@jcdecaux.com

How? - Alt 1

Digital material sent to:
seonline@jcdecaux.com

The following information must be provided in the subject line:

Booking number:
Advertiser:
Campaign period / Week:

How? - Alt 2

We accept larger files via www.wetransfer.com, www.sprend.se or from your own ftp server.
Send a link to seonline@jcdecaux.com

Contact

Other issues concerning Digisize content please contact us below:
Email: seonline@jcdecaux.com