







TECHNICAL SPECIFICATION


Digisize

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

 Resolution: 1080 × 1920

 Orientation: Portrait

 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 commercials and movie trailers that can cause a distraction.

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