Spezifikationen DOOH

DOOH Connected Ad

Description

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The Connected Ad visually combines screens that are close to each other and synchronized into one format. This makes it possible to show a motif across several screens.

For example, with the ping-pong effect it would be possible to move elements back and forth between two screens. With the wave effect, this is even possible with more than three screens. And with the domino effect, elements of the spot move from front to back or vice versa.

The impression is created that the screens are interacting with each other. This makes it possible to break with the usual viewing habits and generate particularly strong attention.

Possible spot length: between 5 and 30 seconds

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Notes

- **The Connected Ad is played exclusively on DOOH Station.** The creatives must therefore comply with DOOH Station's standard specifications.
- The Connected Ad is available in all TOP 15 cities in different versions. Further cities can be scouted on request as required.
- Smallest booking unit: entire train station

Specifications

Spot length

- Please refer to the order confirmation for the spot length
- No title slates or blank frames
- ATTENTION: exact booked spot length, i.e. at 10 seconds = 10 s 00 ms (there must not be milliseconds more or less)

Resolution

- 1080 x 1920 pixels, sRGB

Degree of movement

No restrictions

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File Format

Managed Service

Video

MP4, 25, 29.97 and 30 fps , without audio track.

Codec: uncompressed or h.264 (bitrate min. 30 Mbit/s)

no fields (progressive)

Still image

.jpeg / .png

PowerPoint, InDesign and Flash files cannot be accepted.

Recommendation for DOOH Creation

- Specifically, you create individual compositions in After Effects, which you place next to each other. Depending on the booking, different variants are available. **NOTE:** the distances between the screens may vary.

Effect	Available Variants
Ping Pong	exclusively 2 screens placed side by side
Wave	3er, 4er, 7er, 8er
Domino	3er, 4er, 5er, 7er

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- **EXAMPLE Ping Pong**: 2x individual compositions, each 1080 pixels wide and 1920 pixels high, are designed so that the desired image elements jump back and forth or elements extend across both screens. When designing, it is important to note that screen frames and open spaces between the screens create gaps. The two individual compositions are then supplied with the corresponding file name as “left”, “right” or ‘_1’ “_2”.

- **EXAMPLE 3-screen wave:** 3x individual compositions, each 1080 pixels wide and 1920 pixels high, are designed in such a way that the desired image elements overlap or elements move from screen to screen. When designing, it is important to note that screen frames and open spaces create gaps between the screens. The three individual compositions are then supplied with the corresponding file name as “left”, “middle”, “right” or “_1” ‘_2’ “_3”.

- **EXAMPLE 4 dominoes:** Four individual compositions, each 1080 pixels wide and 1920 pixels high, are designed to create a visual effect in which an action on one screen triggers a reaction on the next - similar to falling dominoes. The four individual compositions are then supplied with the corresponding file names as “_1”, “_2”, ‘_3’ and “_4”.

General instructions for DOOH that must be followed

- Content should be receivable in the booked time
- Content must comply with youth protection guidelines
- Spots must be created exactly in the resolution of the booked advertising medium
- Spot lengths must correspond exactly to the booked time
- Note on the **AI labeling requirement**: As of August 2, 2026, the AI labeling requirements under Article 50 of the AI Regulation will take effect. As a client, please verify whether your AI-generated or AI-modified advertising materials are subject to the labeling requirement under Article 50 of the EU AI Act. The responsibility for compliance with the labeling requirement lies with you as the creator.

Delivery of advertising material

Delivery options and motif instructions

- In addition to the motif for the connected ad, the customer provides another motif that is placed on the other screens
- Where screens are located directly next to each other/behind each other, each screen is assigned its own motif, which is played at the same time.

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- The customer/agency receives an Excel list for the creative assignment. This assigns the corresponding creative to each screen line by line. It is important to ensure that the file names correspond exactly to those in the Excel table. This means that the ads “converted” by Producing must also have the same name or that the designations in the xls are adapted.
- Here you will find a demonstration of the available effects and impressions: Connected_Ad_Creation_Impressions.pptx

Lead time and delivery address

- DOOH advertising media are always handled as follows when booked with Ströer Media Solutions:
- All DOOH advertising media must be sent to Ströer for technical and content review at least **14 working days** before thestart of the campaign.
  Deliver all ads to the following email addresses:

Name	E-Mail
Special intermediaries (Weischer, PosterSelect, Contrast Media, outmaxx Media etc.)	ops-pdooh-spezialmittler@stroeer.de
Omnicom	ops-pdooh-omnicom@stroeer.de
Independent Agencies (Zanatta, Overmedia, NetzwerkReklame etc.) + Crossmedia + Add2 + Havas + DSPs	ops-pdooh-agenturen@stroeer.de
Dentsu + ItWorks/ WestWorks	ops-pdooh-dentsu-itworks@stroeer.de
MGMP + Kinesso + Planus + UM	ops-pdooh-mgmp@stroeer.de
Publicis	ops-pdooh-publicis@stroeer.de
WPP Media, Emetriq	ops-pdooh-wppmedia@stroeer.de
Direct Clients	ops-pdooh-client@stroeer.de
Pilot	ops-pdooh-pilot@stroeer.de
UMLs	ops-pdooh-umls@stroeer.de

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Always include the following information in your email (also in the event of inquiries and/or subsequent changes to advertising material):

- Name of the advertiser
- Name of the marketing campaign according to the order
- Period of the campaign
- Advertising Medium
- Motif instruction/Placement periods of the individual advertising media, if some advertising media are not to be delivered for the entire duration of the campaign.

Programmatic Creative Approval and Caching

ppv-creative-approval-stroeer.pdf

The specifications are continuously updated. Please always use the latest download.

Responsible for the content:
Ströer Media Solutions GmbH | Kehrwieder 8-9 | 20457 Hamburg

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