

## Description



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Innovative, central and impossible to miss: digital towers in train stations or shopping centers provide an eye-catching stage for brand messages.

Each tower offers three high-resolution 6 m<sup>2</sup> screens with 360° visibility.

Whether travellers, commuters, tourists, passers-by or shopping enthusiasts – with the Digital Motion Tower, the message stays in the memory of the target group.

Operating hours: Monday to Sunday, 6:00/7:00 a.m. to 9:00/12:00 p.m. (depending on city and location)

Possible spot length: between 5 seconds and 30 seconds

## Notes

The Digital Motion Tower is part of the [DOOH Giant Indoor](#) network.

# 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

- Format changes according to location (see format specifications), sRGB

## Degree of movement

No restrictions

## File Format

### Managed Service

#### Video

MP4 or MOV, 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.

### Programmatic

#### Video

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

codec: h.264 (bitrate max. 12 Mbit/s)

no fields (but progressive)

#### Still image

.jpeg / .png

PowerPoint, InDesign and Flash files cannot be accepted.

## Design note Digital Motion Tower

- Please note the peculiarities when creating advertising material for the Digital Motion Tower and the Digital Motion Tower Plus.
- [Design note Digital Motion Tower.pdf](#)
- [Design note Digital Motion Tower plus.pdf](#)

## 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

## Delivery of advertising material

### 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 **3 working days** before the start of the campaign.  
Deliver all ads to the following email addresses:

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

Name	E-Mail
Pilot	ops-ppv-pilot@stroeer.de
UMLs	ops-ppv-umls@stroeer.de

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.

## Delivery options and motif instructions

- Finished Spot: Please note that the finished spot must meet the above requirements. If there are multiple motifs, a motif statement is required.
- No Spot: If you are using Ströer Media Creation to create an ad, please inquire about costs with your disruptive contact. Please allow at least 10 working days lead time (depending on effort).

## Format specification by Location

City	Format Pixel
Berlin Hbf & Mall of Berlin (consider <a href="#">DOOH_Digital Motion Tower_Creation_ENG.pptx</a> )	1152 x 1024

City	Format Pixel
Frankfurt am Main (consider <a href="#">DOOH_Digital Motion Tower_plus_Creation_ENG.pptx</a> )	1152 x 1024, 1080 x 1920
Munich (consider <a href="#">DOOH_Digital Motion Tower_Creation_ENG.pptx</a> )	1152 x 1024

## Programmatic Creative Approval and Caching

[ppv-creative-approval-stroeer.pdf](#)

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

Responsible for the content:  
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