Spezifikationen DOOH

DOOH Giant Indoor: DOOH Motion Tower

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 to four (depending on location) high-resolution 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 Motion Tower is part of the DOOH Giant Indoor network.
- Please note: The Motion Tower is being converted from a 3-sided format to a 4-sided format. Please pay special attention to the format specifications for each location.

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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

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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.

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 DOOH Motion Tower

- Motion Tower 3-sided: DOOH_Motion Tower_Creation_ENG.pptx
- Motion Tower plus 3-sided: DOOH_Motion Tower_plus_Creation_ENG.pptx
- Motion Tower 4-sided: DOOH_Motion Tower_4sided_Creation_ENG.pptx

General instructions for DOOH that must be followed

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- 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

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-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

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Name	E-Mail
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

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

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City	Format Pixel
From end of November: Munich, Central Station (consider: DOOH_Motion Tower_4sided_Creation_ENG.pptx)	1792 x 1024
Berlin, Central Station (consider: DOOH_Motion Tower_4sided_Creation_ENG.pptx)	1792 x 1024
Berlin, Mall of Berlin (consider DOOH_Digital Motion Tower_Creation_ENG.pptx)	1152 x 1024
Frankfurt am Main, Central Station (consider DOOH_Digital Motion Tower_plus_Creation_ENG.pptx)	1152 x 1024, 1080 x 1920
Munich, Central Station (consider DOOH_Digital Motion Tower_Creation_ENG.pptx)	1152 x 1024

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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