

Description



Ströer©Tobias Schott | Marvellous Media

DOOH Giant (Indoor) are large-format screens at exposed and highly frequented indoortouchpoints. They captivate with large screens from 10 sqm and are placed in a prominent and conspicuous position. Depending on the location, different target groups can be reached, e.g. shoppers in the mall.

Operating hours: Monday to Sunday, 6:00 to 22:00/23:00/24:00 o'clock (depending on city)

Possible ad duration between 5 seconds and 30 seconds

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, 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 guidelines & specifications

Design note Airport Düsseldorf Gate A, Arrival

- The so-called Knickboard at Gate A in the arrivals area is a special feature that you should take into account when designing your motifs for this area: The screen is divided in a 3:1 ratio and runs over an outer corner. This means that the area is slightly interrupted visually, but only one file is used in full HD.
- [Motif delivery: 1920 x 1080 px](#)

- [Motif playout: 1920 x 1080 px \(kinked\)](#).

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

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

Name	E-Mail
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

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, Mall of Berlin (consider DOOH_Digital Motion Tower_Creation_ENG.pptx)	1152 x 1024
Berlin, Central Station (consider DOOH_Digital Motion Tower_Creation_ENG.pptx)	1152 x 1024
Berlin, Central Station	1920 x 1080
Düsseldorf, Central Station	1080 x 1920
Düsseldorf Airport (design note for Gate A, consider arrival)	1920 x 1080
Dortmund, Central Station	1920 x 1080
Essen, Rathaus Galerie	1920 x 1080
Frankfurt am Main, Central Station (consider DOOH_Digital Motion Tower_plus_Creation_ENG.pptx)	1152 x 1024, 1080 x 1920
Freiburg (Breisgau), Central Station	1920 x 1080
Hamburg The Twins, Central Station	1620 x 1080
Cologne, Central Station	1080 x 1920
Munich, Central Station (consider DOOH_Digital Motion Tower_Creation_ENG.pptx)	1152 x 1024
Munich, The Starlight Stachus, Stachuspassagen	3200 x 640
Munich, Stachus Seitenabgang	1920 x 1080
Münster (Westf), Central Station	1080 x 1920

City	Format Pixel
Stuttgart, Rotebühlpassage	1920 x 1080

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