

## 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 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 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

## 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

Name	E-Mail
Publicis	ops-ppv-publicis@stroeer.de
GroupM, Emetriq	ops-ppv-groupm@stroeer.de
Direct Clients	ops-ppv-client@stroeer.de
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
Berlin Hbf	1920 x 1080
Düsseldorf (except Düsseldorf Airport)	1080 x 1920
Düsseldorf Airport (design note for Gate A, consider arrival)	1920 x 1080
Dortmund	1920 x 1080
Essen	1920 x 1080
Frankfurt am Main (consider <a href="#">DOOH_Digital Motion Tower_plus_Creation_ENG.pptx</a> )	1152 x 1024, 1080 x 1920
Freiburg	1920 x 1080
Hamburg	1620 x 1080
Cologne	1080 x 1920
Munich (consider <a href="#">DOOH_Digital Motion Tower_Creation_ENG.pptx</a> )	1152 x 1024
Munich (Stachus Hauptabgang / main exit ), Stachus-Passagen Munich [SPM]	3200 x 640
Munich (Stachus Seitenabgang / side exit)Karlsplatz/Stachus 1UG U2 exit [SPM]	1920 x 1080
Münster	1080 x 1920
Stuttgart	1920 x 1080

# 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:  
Ströer Media Solutions GmbH | Kehrwieder 8-9 | 20457 Hamburg