

Description



Ströer©Oliver Zitza

DOOH Giant (Outdoor) are largeformat screens at exposed and highly frequented outdoor touchpoints. They captivate with large screens from 10 sqm and are placed in a prominent and highly visible position. Depending on the location, different target groups can be reached, such as shoppers in the mall / pedestrian zone or motorists on access roads. Due to editorial, varied content and local information, DOOH Giants secures additional attention.

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

Bookable spot length for PV Giant Outdoor: minimum 10 seconds

Notes

- Font heights must be respected!

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

- All formats in sRGB
- The resolution and permitted creation depends on the city and location. Please observe the format specifications.

Degree of movement

- The permitted degree of movement varies depending on the city
- Please note the degree of movement per city (see **Format specifications & degree of movement per location**) as well as the notes on the design (see **Notes on creative design**)

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

Vorgaben zur Gestaltung von Werbemitteln

- No moving image
- The **measured** font height of any displayed font must be at **least 30 / 40 / 80 pixels** from the baseline (an exception is made in the font height for legally binding notices: here it is **exactly 7 / 14 / 28 pixels**)

Notes on creative design

Still image

The layout is a pure still image without any movement.

- No fading in and out of layout elements
- No text animations

Cinemagram

Cinemagrams are living images in which selected areas of the image move: a combination of still image and video elements. The moving details within the image are emphasized and make the image an unforgettable highlight.

- No text animations
- No fading in and out of layout elements
- Slow and discreet movements
- Only a small section of the motif may be animated

Animation

Animations are living images in which the image moves across the entire surface.

- Text animation
- Fade in and fade out of layout elements
- Faster movements
- Full-screen animation
- Note: A maximum of 4 large-area fade-ins (fade time min. 0.3 seconds) and/or a maximum of 2 full-area (soft) fade-outs (transition time min. 0.4 seconds) are permitted.
- Here you can find more information: [DOOH Degree of movement.pptx](#)

Moving image

- No restrictions, all movements are possible here

Recommendation for DOOH Creation

- Put key information (e.g. headline, URL, logo) as large as possible
- Limit yourself to a few, essential contents for optimal perception
- Use a clear visual language and little text (70% image / 30% text)
- A URL is best remembered as contact information

Visualization of a motif at different distances

- The fonts in this motif are 80 pixels high (minimum font height at 1080 x 1920 pixels / 1920 x 1080 pixels). Texts with the specified minimum font height are easily readable even from a distance of 25 meters and thus achieve the maximum advertising effect. We recommend making the font and image as large as possible. A big message leads to an optimal advertising effect!
- [exemplary representation: distance of 75m](#)
- [exemplary representation: distance of 50m](#)
- [exemplary representation: distance of 25m](#)
- The font heights are measured from the baseline to the height of the highest letter ([see example here](#)).
- Attention: The measured font height often does not correspond to the font size specified by the program.

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 **three** 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
WPP Media, Emetriq	ops-pdooh-wppmedia@stroeer.de
Direct Clients	ops-pdooh-client@stroeer.de
Pilot	ops-pdooh-pilot@stroeer.de

Name	E-Mail
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 specifications and degree of movement by location

City Location	Format Pixel	Minimum font height in pixels	Degree of movement
Berlin Klosterstraße 43	1620 x 1080	80 (legal text exact 28)	Cinemagram / Still image

City Location	Format Pixel	Minimum font height in pixels	Degree of movement
Bremen Breitenweg 32	1080 x 1920	80 (legal text exact 28)	Cinemagram / Still image
Dorsten Dülmener Straße 16	1920 x 1080	80 (legal text exact 28)	Cinemagram / Still image
Dortmund Hoher Wall 34	1080 x 1920	80 (Rechtstext exakt 28)	Animation / Cinemagram / Still image
Dresden Könneritzstraße 3	1080 x 1920	80 (legal text exact 28)	Cinemagram / Still image
Dresden Schweriner Str. 52	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Duisburg Königstr.	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Düsseldorf Graf-Adolf-Str. 88/Stresemannplatz	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Düsseldorf Markenstr. 2 / Kölner Str.	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Düsseldorf Graf-Adolf-Str. 25 / Berliner Allee	576 x 1584	40 (legal text exact 14)	Animation (slow /soft) / Cinemagram / Still image
Düsseldorf Am Wehrhahn 100	1620 x 1080	80 (legal text exact 24)	Cinemagram / Still image
Essen Dickmannstraße 24 / Altendorfer Straße	1080 x 1920	80 (legal text exact 28)	Cinemagram / Still image
Essen Alfredstraße 155	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Essen Frohnhauser Str. 2 / Ostfeldstr.	1080 x 1920	80 (legal text exact 28)	Cinemagram / Still image
Essen Limbecker Str. 79 / Limbecker Platz	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Hamburg Fuhlsbüttler Straße 108	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Hamburg Grindelberg 27-31 / Helene-Lange-Straße 2	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image

City Location	Format Pixel	Minimum font height in pixels	Degree of movement
Hamburg Gärtnerstraße 1 - 7 / Hoheluftchaussee	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Hamburg Eiffestraße 48 / Ausschläger Weg	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Hamburg EKZ Hamburger Meile	1920 x 1080	40 (legal text exact 14)	Animation / Cinemagram / Still image
Kiel Ringstraße 21	1080 x 1920	80 (legal text exact 28)	Cinemagram / Still image
Köln Neumarkt 3 (The Square)	500 x 1200	40 (legal text exact 14)	Still image
Munich Martin-Luther-Str. 10	1080 x 1920	80 (legal text exact 28)	Still image
Munich Schwanthalerstraße 43 / Goethestraße	1080 x 1920	80 (legal text exact 28)	Still image
Munich Innsbrucker Ring 159	1080 x 1920	80 (legal text exact 28)	Still image
Munich Landsberger Str. 447	1080 x 1920	80 (legal text exact 28)	Still image
Munich Leuchtenberggring 5	1920 x 1080	80 (legal text exact 28)	Still image
Oberhausen Essener Straße 101 / Brüsseler Str.	1920 x 1080	80 (Rechtstext exakt 28)	Cinemagram / Still image
Stuttgart Cannstatter Str. 46	672x432	40 (legal text exact14)	Animation / Cinemagram / Still image
Stuttgart Heilbronner Straße 239 (The Tower)	830 x 860	80 (legal text exact 28)	Video / Animation / Cinemagram / Still image
Stuttgart Karl-Pfaff-Straße 65	1080 x 1920	80 (legal text exact 28)	Cinemagram / Still image
Stuttgart Neckarstraße 130	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image

City Location	Format Pixel	Minimum font height in pixels	Degree of movement
Stuttgart Steiermärker Straße 43	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Stuttgart Ulmer Straße 281 / Inselstr.	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image

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