

## 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 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

### 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](#)
- [xemplary 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

# 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-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
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 specifications and degree of movement by location

City Location	Format Pixel	Minimum font height in pixels	Degree of movement
Berlin: The Green Berlin (Klosterstraße 43)	1620 x 1080	80 (legal text exact 28)	Cinemagramm / Still image
Bremen	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image

<b>City Location</b>	<b>Format Pixel</b>	<b>Minimum font height in pixels</b>	<b>Degree of movement</b>
Dorsten	1920 x 1080	80 (legal text exact 28)	Cinemagramm / Still image
Dortmund (Hoher Wall 34 / Frankenstraße)	1080 x 1920	80 (Rechtstext exakt 28)	Animation / Cinemagramm / Still image
Dresden	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Duisburg	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagramm / Still image
Düsseldorf (except Graf-Adolf-Str. / Berliner Allee)	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagramm / Still image
Düsseldorf (only Graf-Adolf-Str. / Berliner Allee)	576 x 1584	40 (legal text exact 14)	Animation (slow /soft) / Cinemagramm / Still image
Düsseldorf: The Green Düsseldorf (Am Wehrhan 100)	1620 x 1080	80 (legal text exact 24)	Cinemagramm / Still image
Essen (except Limbecker Platz 79)	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Essen (only Limbecker Platz 79)	1080 x 1920	80 (legal text exact 28)	Moving image / Animation / Cinemagramm / Still image
Hamburg (except Hamburger Meile)	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagramm / Still image
Hamburg (only Hamburger Meile)	1920 x 1080	40 (legal text exact 14)	Animation / Cinemagramm / Still image
Kiel	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image

City Location	Format Pixel	Minimum font height in pixels	Degree of movement
Munich (Innsbrucker Ring, Landsberger Str.München (Innsbrucker Ring, Landsberger Str. & Schwanthalerstraße / Goethestraße ))	1080 x 1920	80 (legal text exact 28)	Still image
Munich (Leuchtenbergring)	1920 x 1080	80 (legal text exact 28)	Still image
Oberhausen	1920 x 1080	80 (Rechtstext exakt 28)	Cinemagram / Still image
Stuttgart (except Karl-Pfaff-Str. & Cannstatter Str.)	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagram / Still image
Stuttgart (only Karl-Pfaff-Straße 65)	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Stuttgart (Cannstatter Str. 46)	672x432	40 (legal text exact14)	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:  
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