

Description



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DOOH Mall lets you reach your target group in a relaxed shopping mode with moving images. The screens are synchronised, which intensify the effect of your commercials.

Operating hours: Monday till Saturday (Exception Sales Sunday), 9 o'clock till 21 o'clock (depending on the opening hours in the respective shopping mall)

Possible ad duration between 5 seconds and 30 seconds

Notes

Approval will only be granted if competition is excluded.

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

- Portrait format: 1080×1920 pixels, sRGB
- Landscape format: 1920×1080 pixels, sRGB

Aspect ratio

- 9:16 and 16:9

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.

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
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).

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