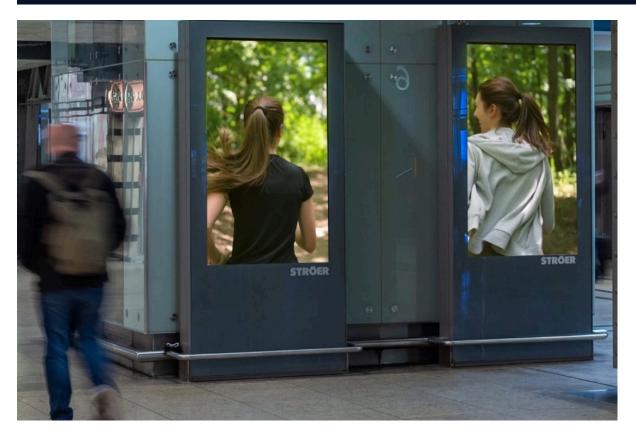Spezifikationen Public Video

Public Video Connected Ad

STRÖER

Description

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The Connected Ad visually combines screens that are close to each other and synchronized into one format. This makes it possible to show a motif across several screens.

For example, with the ping-pong effect it would be possible to move elements back and forth between two screens. With the wave effect, this is even possible with more than three screens. And with the domino effect, elements of the spot move from front to back or vice versa.

The impression is created that the screens are interacting with each other. This makes it possible to break with the usual viewing habits and generate particularly strong attention.

Possible spot length: between 5 and 30 seconds

Notes

- **The Connected Ad is played exclusively on Public Video Station.** The creatives must therefore comply with [Public Video Station](#)'s standard specifications.
- The Connected Ad is available in all TOP 15 cities in different versions. Further cities can be scouted on request as required.
- Smallest booking unit: entire train station

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

- 336 x 1092 pixels, 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.

Recommendation for Public Video Creation

- The screens run synchronously. For the design, you have to imagine it like a classic 18/1 poster, which is delivered in individual pieces and glued together again on the poster surface.
- Specifically, you create individual compositions in After Effects that you place next to each other. In the case of the wave or domino effect: 3x 1080 pixels wide and 1920 pixels high, designed in such a way that the desired image elements overlap. The three individual compositions are then delivered with the corresponding file name as "left", 'middle', "right".
- In addition, a single 1080x1920 px asset must be delivered as a fall-back motif that runs simultaneously on the areas that cannot be part of the connected ad.

General instructions for public video 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

Delivery options and motif instructions

- In addition to the motif for the connected ad, the customer provides another motif that is placed on the other screens
- Where screens are located directly next to each other/behind each other, each screen is assigned its own motif, which is played at the same time.
- The customer/agency receives an Excel list for the creative assignment. This assigns the corresponding creative to each screen line by line. It is important to ensure that the file names correspond exactly to those in the Excel table. This means that the ads "converted" by Producing must also have the same name or that the designations in the xls are adapted.
- Here you will find a demonstration of the available effects: Connected_Ad_Creation.pptx

Lead time and delivery address

- Public Video advertising media are always handled as follows when booked with Ströer Media Solutions:
- All Public Video advertising media must be sent to Ströer for technical and content review at least **14 working days** before thestart 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.

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