

Description



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Innovative, central and impossible to miss: digital towers in train stations or shopping centers provide an eye-catching stage for brand messages.

Each tower offers three high-resolution 6 m² screens with 360° visibility.

Whether travellers, commuters, tourists, passers-by or shopping enthusiasts – with the Digital Motion Tower, the message stays in the memory of the target group.

Operating hours: Monday to Sunday, 6:00/7:00 a.m. to 9:00/12:00 p.m. (depending on city and location)

Possible spot length: between 5 seconds and 30 seconds

Notes

The Digital Motion Tower is part of the [Public Video Giant Indoor](#) network.

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 note Digital Motion Tower

- Please note the peculiarities when creating advertising material for the Digital Motion Tower and the Digital Motion Tower Plus.
- [Design note Digital Motion Tower.pdf](#)
- [Design note Digital Motion Tower plus.pdf](#)

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

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 **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
Publicis	ops-ppv-publicis@stroeer.de
GroupM, Emetriq	ops-ppv-groupm@stroeer.de
Direct Clients	ops-ppv-client@stroeer.de

Name	E-Mail
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).

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