

Description



Ströer©Shahnaz Taheri

Public Video City are digital surfaces in the city centres and pedestrian zones of major German cities. They are located in direct proximity to the point of sale and thus overcome the barrier between advertising message and purchase. Their target group are pedestrians in the city centre who are looking for inspiration (branding) and are open to new impulses (sales).

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

Possible ad duration between 10 seconds and 30 seconds

Notes

Standard:

- Still image, cinemagram & animation allowed

Exceptions:

- Hanover: still image only
- Siegen, Tübingen, Würzburg: still image & cinemagram
- Aachen, Bochum, Dortmund, Essen, Leipzig, Munich, Münster may also use video

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

- 1080 x 1920 pixels, sRGB

Aspect ratio

- 9:16

Degree of movement

- The permitted degree of movement varies depending on the city
- Please note the degree of movement per city (table Format specifications & degree of movement per city) as well as the notes on the design of cinemagrams and animations (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.

Gestaltungshinweise & -vorgaben

Notes on creative design

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 emphasised 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

Still image

The layout is a pure still image without any movement.

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

Recommendation for Public Video Creation

- Put key information (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

General instructions for public video that must be followed

- Notes on content & formal design 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 (Managed/IO or Programmatic Public Video) with Ströer Media Solutions
- All Public Video advertising media must be sent to Ströer for technical and content review at least **five** working days before the start of the campaign.
Deliver all ads to the following email addresses:

Name	E-Mail
Spezialmittler (Weischer, PosterSelect, Contrast Media, outmaxx Media etc.)	ops-ppv-spezialmittler@stroeer.de
Omnicom	ops-ppv-omnicom@stroeer.de
Unabhängige Agenturen (Zanatta, Overmedia, NetzwerkReklame etc.) + Crossmedia + Add2 + Havas + DSPs	ops-ppv-agenturen@stroeer.de
Dentsu + ItWorks/ WestWorks	ops-ppv-dentsu-itworks@stroeer.de

Name	E-Mail
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 Creations to create an ad, please inquire about costs with your disruptive contact. Please allow at least 10 working days lead time (depending on effort).

Degree of movement by City

City	Degree of movement
Aachen	still image / cinemagraph / animation / video
Berlin	still image / cinemagraph / animation / video
Bochum	still image / cinemagraph / animation / video
Dortmund	still image / cinemagraph / animation / video
Essen	still image / cinemagraph / animation / video
Leipzig	still image / cinemagraph / animation / video
München	still image / cinemagraph / animation / video
Münster	still image / cinemagraph / animation / video
Bielefeld	still image / cinemagraph / animation
Bocholt	still image / cinemagraph / animation
Bonn	still image / cinemagraph / animation
Bottrop	still image / cinemagraph / animation
Braunschweig	still image / cinemagraph / animation
Bremerhaven	still image / cinemagraph / animation
Darmstadt	still image / cinemagraph / animation
Duisburg	still image / cinemagraph / animation
Gelsenkirchen	still image / cinemagraph / animation
Hagen	still image / cinemagraph / animation
Halle (Saale)	still image / cinemagraph / animation

City	Degree of movement
Heidelberg	still image / cinemagraph / animation
Ingolstadt	still image / cinemagraph / animation
Kamp-Lintfort	still image / cinemagraph / animation
Kassel	still image / cinemagraph / animation
Kiel	still image / cinemagraph / animation
Krefeld	still image / cinemagraph / animation
Lippstadt	still image / cinemagraph / animation
Magdeburg	still image / cinemagraph / animation
Minden	still image / cinemagraph / animation
Neuss	still image / cinemagraph / animation
Offenbach am Main	still image / cinemagraph / animation
Paderborn	still image / cinemagraph / animation
Pforzheim	still image / cinemagraph / animation
Quickborn (Pinneberg)	still image / cinemagraph / animation
Remscheid	still image / cinemagraph / animation
Schwerin	still image / cinemagraph / animation
Stuttgart	still image / cinemagraph / animation
Ulm	still image / cinemagraph / animation
Wetzlar	still image / cinemagraph / animation

City	Degree of movement
Witten	still image / cinemagraph / animation
Wolfsburg	still image / cinemagraph / animation
Wuppertal	still image / cinemagraph / animation
Siegen	still image / cinemagraph
Tübingen	still image / cinemagraph
Frankfurt	still image / cinemagraph
Hannover	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