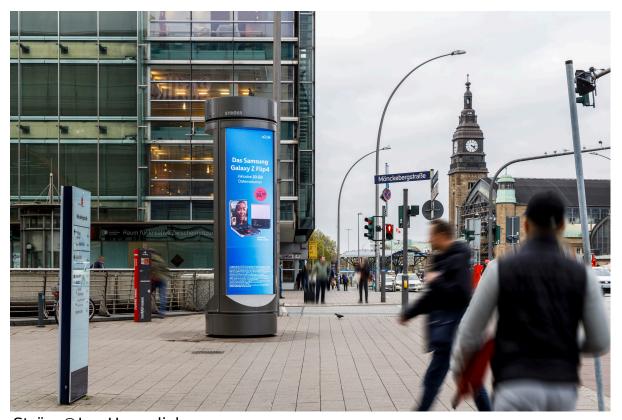
### **Public Video City Tower**



### Description



Public Video City Tower are digital surfaces on high-traffic streets in the city center. They are located in the city center and with a height of 5 meters ensure the big appearance. Due to their central location, they reach all road users, locals, business travelers, tourists and many more. This is where work, leisure & culture meet.

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

Possible ad duration between 10 seconds and 30 seconds

Ströer©Jan Haeselich

### Notes

- Still image, cinemagram & animation no videos!
- Public Video City Tower only available in the cities of Hamburg, Stuttgart and Dresden.

### **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

- 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	
Dresden	still image / cinemagraph / animation	
Hamburg	still image / cinemagraph / animation	
Stuttgart	still image / cinemagraph / animation	

# **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