Spezifikationen Public Video

Public Video City Tower

STRÖER

Description

Ströer©Jan Haeselich

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

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