

Description



Ströer©Tobias Schott | Marvellous Media

Public Video Giant (Indoor) are large-format screens at exposed and highly frequented indoortouchpoints. They captivate with large screens from 10 sqm and are placed in a prominent and conspicuous position. Depending on the location, different target groups can be reached, e.g. shoppers in the mall.

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

Possible ad duration between 5 seconds and 30 seconds

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.

Gestaltungshinweise & -vorgaben

Design note Airport Düsseldorf Gate A, Arrival

- The so-called Knickboard at Gate A in the arrivals area is a special feature that you should take into account when designing your motifs for this area: The screen is divided in a 3:1 ratio and runs over an outer corner. This means that the area is slightly interrupted visually, but only one file is used in full HD.
- [Motif delivery: 1920 x 1080 px](#)

- [Motif playout: 1920 x 1080 px \(kinked\)](#)

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](#)
- [Design note Digital Motion Tower Plus](#)

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 **three** 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
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).

Format specification by Location

City	Format Pixel
Berlin (Digital Motion Tower, design note consider)	1152 x 1024
Düsseldorf (except Düsseldorf Airport)	1080 x 1920
Düsseldorf (Digital Motion Tower, design note consider)	1152 x 1024
Düsseldorf Airport (design note for Gate A, arrival consider)	1920 x 1080
Essen	672 x 432
Essen	1920 x 1080
Frankfurt am Main (Digital Motion Tower Plus , design note consider)	1152 x 1024, 1080 x 1920
Freiburg	1920 x 1080
Hamburg	1620 x 1080
Cologne	1080 x 1920
Munich (Digital Motion Tower, design note consider)	1152 x 1024
Munich (Stachus Hauptabgang / main exit), Stachus-Passagen Munich [SPM]	3200 x 640
Munich (Stachus Seitenabgang / side exit)Karlsplatz/Stachus 1UG U2 exit [SPM]	1920 x 1080

City	Format Pixel
Münster	1080 x 1920

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