

Description



Public Video Giant (Outdoor) are large-format screens at exposed and highly frequented outdoor touchpoints. They captivate with large screens from 10 sqm and are placed in a prominent and highly visible position. Depending on the location, different target groups can be reached, such as shoppers in the mall / pedestrian zone or motorists on access roads. Due to editorial, varied content and local information, Public Video Giants secures additional attention.

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

Bookable spot length for PV Giant Outdoor: 10 seconds

Exception:

Düsseldorf Graf-Adolf-Str. / Berliner Allee: between 10 seconds and 20 seconds

Notes

- Still image, cinemagram & animation - no videos!
- Font heights must be respected!

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

- All formats in sRGB
- The resolution and permitted creation depends on the city and location. Please observe the format specifications.

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 location) 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.

Design guidelines & specifications

Vorgaben zur Gestaltung von Werbemitteln

- No moving image
- The **measured** font height of any displayed font must be at **least 30 / 40 / 80 pixels** from the baseline (an exception is made in the font height for legally binding notices: here it is **exactly 7 / 14 / 28 pixels**)

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

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

Visualization of a motif at different distances

- The fonts in this motif are 80 pixels high (minimum font height at 1080 x 1920 pixels / 1920 x 1080 pixels). Texts with the specified minimum font height are easily readable even from a distance of 25 meters and thus achieve the maximum

advertising effect. We recommend making the font and image as large as possible. A big message leads to an optimal advertising effect!

- [exemplary representation: distance of 75m](#)
- [xemplary representation: distance of 50m](#)
- [exemplary representation: distance of 25m](#)
- The font heights are measured from the baseline to the height of the highest letter ([see example here](#)).
- Attention: The measured font height often does not correspond to the font size specified by the program.

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 specifications and degree of movement by location

City Location	Format Pixel	Minimum font height in pixels	Degree of movement
Berlin: The Green Berlin (Klosterstraße 43)	1620 x 1080	80 (legal text exact 28)	Cinemagramm / Still image
Bremen	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Dorsten	1920 x 1080	80 (legal text exact 28)	Cinemagramm / Still image
Dortmund	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagramm / Still image
Dresden	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Duisburg	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Düsseldorf (except Graf-Adolf-Str. / Berliner Allee)	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagramm / Still image
Düsseldorf (only Graf-Adolf-Str. / Berliner Allee)	576 x 1584	40 (legal text exact 14)	Animation (slow /soft) / Cinemagramm / Still image

City Location	Format Pixel	Minimum font height in pixels	Degree of movement
Düsseldorf: The Green Düsseldorf (Am Wehrhan 100)	1620 x 1080	80 (legal text exact 24)	Cinemagramm / Still image
Essen (except Limbecker Platz 79)	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Essen (only Limbecker Platz 79)	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image / Animation
Hamburg (except Hamburger Meile)	1080 x 1920	80 (legal text exact 28)	Animation / Cinemagramm / Still image
Hamburg (only Hamburger Meile)	800 x 416	40 (legal text exact 14)	Animation / Cinemagramm / Still image
Kiel	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image
Munich GreenGate (Rosenheimer Str.)	672 x 432	40 (legal text exact 14)	Still image
Munich (Innsbrucker Ring, Landsberger Str.)	1080 x 1920	80 (legal text exact 28)	Still image
Munich (Leuchtenbergring)	1920 x 1080	80 (legal text exact 28)	Still image
Stuttgart (except Karl-Pfaff-Straße 65)	1080 x 1920	80 (legal text exact 28)	Cinemagramm / Still image / Animation
Stuttgart (only Karl-Pfaff-Straße 65)	1080 x 1920	80 (legal text exact 28)	Cinemagramm / 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