

Description



Public Video Retail Tech are digital, landscape-format screens (TV sets) that are placed in the sales area (in the TV department = TV wall and front sales shelves) of MediaMarkt/Saturn stores. The large number of screens, most of which are positioned next to each other and run synchronously*, creates a special effect and a high level of attention. The varied program is diverse and has something for everyone.

Operating hours: Monday to Saturday,
Depending on opening hours of the store

Possible ad duration between 5 seconds
and 30 seconds

**Due to technical conditions at a location,
there may be a slight delay in the
broadcast.*

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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

- 1.920x1.080

Aspect ratio

- 16:9

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)

Programmatic

Video

MP4, 25, 29.97 and 30 fps, without audio track

codec: h.264 (bitrate max. 12 Mbit/s)

no fields (but progressive)

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).

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