

Description



DOOH Video describes a distinct category within modern moving-image planning. This category combines the strengths of digital out-of-home advertising with high-quality moving-image communication in public spaces. The DOOH Video category consists exclusively of premium digital screens that meet four clearly defined quality criteria:

Motion Capability: Full Motion

Perception Context – Wait and Walk Environments

Visibility & Attraction – Screens with high visibility and engagement quality.

Creative Premium – 3D-capable advertising formats

DOOH Video encompasses five advertising formats: DOOH Infoscreen, DOOH Station, DOOH Mall, DOOH City Window, and DOOH Giant Indoor

Notes

- The creatives must therefore comply with the standard specifications of [DOOH Infoscreen](#), [DOOH Station](#), [DOOH Mall](#), [DOOH City Window](#) and [DOOH Giant Indoor](#)
- Please note that the following Giant Indoor Screens are not included: Digital Motion Tower, Digital Motion Tower Plus, Hamburg Central Station, and Munich Stachus Main Exit

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

- Portrait format: 1080×1920 pixels, sRGB
- Landscape format: 1920×1080 pixels, sRGB
- Format changes according to advertising medium (see format specifications)

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.

Design guidelines & specifications

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 \(kinked\)](#)

General instructions for DOOH that must be followed

- 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

- DOOH advertising media are always handled as follows when booked with Ströer Media Solutions:
- All DOOH advertising media must be sent to Ströer for technical and content review at least **3 working days** before the start of the campaign.
Deliver all ads to the following email addresses:

Name	E-Mail
Special intermediaries (Weischer, PosterSelect, Contrast Media, outmaxx Media etc.)	ops-ppv-spezialmittler@stroeer.de
Omnicom	ops-ppv-omnicom@stroeer.de
Independent Agencies (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

Name	E-Mail
Publicis	ops-ppv-publicis@stroeer.de
WPP Media, Emetriq	ops-ppv-wppmedia@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 Creation 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 advertising medium

City	Format Pixel
DOOH Infoscreen	1920 x 1080
DOOH Station	1080 x 1920
DOOH Mall	1920 x 1080 & 1080 x 1920
DOOH City Window	1080 x 1920
DOOH Giant	
Berlin Hbf	1920 x 1080
Dortmund Hbf	1920 x 1080
Düsseldorf Airport	1920 x 1080
Düsseldorf Hbf	1080 x 1920
Essen Rathaus Galerie	1920 x 1080
Freiburg Hbf	1920 x 1080
Köln Hbf	1080 x 1920
München Stachus Seitenabgang	1920 x 1080
Münster Hbf	1080 x 1920
Stuttgart Calwer Passage	1920 x 1080

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