Spezifikationen Public Video Stroeer Now

Ströer NOW Public Video City Light

STRÖER

Specifications

Spot length

- Possible spot length 10 seconds
- 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

- 1080 x 1920 pixels, sRGB

Aspect ratio

- 9:16

Special notes for Public Video City Flag

- Please note: the **minimum font size 40px** must be observed in the cities of **Leipzig, Münster and Aachen**

Degree of movement

The permitted degree of movement varies depending on the city (see **Degree of movement PV City Light by city**)

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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.

General instructions for public video 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

All Public Video advertising media must be uploaded for technical and content review at least **3 working days** before the start of the campaign

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Degree of movement PV City light by City

City	Degree of movement
Aachen, Bielefeld, Bocholt, Bonn, Bottrop, Braunschweig, Bremerhaven, Darmstadt, Duisburg, Essen, Gelsenkirchen, Hagen (Hagen), Halle (Saale), Heidelberg, Ingolstadt, Kamp-Lintfort, Kassel, Kiel, Krefeld, Lippstadt, Magdeburg, Minden (Minden-Lübbecke), Neuss, Offenbach am Main, Paderborn, Pforzheim, Quickborn (Pinneberg), Remscheid, Schwerin (Schwerin), Stuttgart, Ulm, Wetzlar, Witten, Wolfsburg, Wuppertal	Animation / Cinemagram / Still image
Erfurt, Frankfurt am Main, Fürth, Leipzig, Münster, Siegen, Tübingen, Würzburg	Cinemagram / Still image
Hannover	Still Image

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