

Technical Specifications

DIGITAL DELUXE NET



TECHNICAL SPECIFICATIONS

Format	MP4, JPG (only JPG permitted in Munich and Nuremberg)
Resolution, bit rate	Ultra HD (2.160*3.840 px), 50 Mbit/s or Full HD (1.080*1.920 px), 20 Mbit/s
Frame rate	30 FPS
Video codec	H.264
Ad length	10 seconds
Special format	HTML5 with dynamic connection available on request

DESIGN INFORMATION

Graphic animations are permitted; sequences of real film are not.
Until further notice, visually dynamic images need to be sent to WallDecaux in advance for review and approval. Thank you for your understanding.

NAMING FILES

Please name the creations as follows: **Week_Customer_Medium_City_Image**.
If an image will be used in multiple cities, please include all of them, one after the other, in the file name.

DELIVERY INFORMATION

A week booking includes seven different images. If you would like to submit additional images, we will charge you a flat fee for handling.

If you prefer a defined orchestration variant, we will require location-specific image instructions from you. These must be provided **at least five days prior to the date of broadcast**. Special formats may require additional lead time.

LINKS

Here you will find a selection of successful creations as well as design instructions.

CONTACT

Do you need help creating the images?
We'll be happy to assist you – simply get in touch with us.

WallDecaux Digital Team
+49 (0)30 338 995 630
adops@walldecaux.de