



## TECHNICAL SPECIFICATIONS

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<b>Format</b>	JPG, MP4
<b>Resolution, bit rate</b>	Full HD (1.080 px*1.920 px), 20 Mbit/s
<b>Frame rate</b>	25 FPS
<b>Video codec</b>	H.264
<b>Ad length</b>	10 seconds
<b>Special format</b>	HTML5 with dynamic connection available on request

## NAMING FILES

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Please name the creations as follows: [Week\\_Customer\\_Medium\\_City\\_Image](#).

## DELIVERY INFORMATION

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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  
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