

Digital Out of Home

Creative Specifications

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1. Standard video formats (landscape)

The 16:9 aspect ratio (landscape format) is one of two standard formats accepted by most DOOH publishers (the other one being the portrait format with a 9:16 aspect ratio).

Formats a. through c. can be derived from a single creative, which is rendered in 3 different resolutions (Full-HD 16:9, UHD 16:9, Full-HD 16:10).

a. 16:9 Full-HD

Resolution: 1.920 x 1.080 (square pixels)
Bit rate: 6.000-10.000 Kbit/s (VBR)

b. 16:9 UHD

Resolution: 3.840 x 2.160 (square pixels)
Bit rate: 24.000-40.000 Kbit/s (VBR)

c. 16:10 Full-HD

Resolution: 1.920 x 1.200 (square pixels)
Bit rate: 6.000-10.000 Kbit/s (VBR)

2. Standard video formats (portrait)

The 9:16 aspect ratio (portrait format) is one of two standard formats accepted by most DOOH publishers (the other one being the landscape format with a 16:9 aspect ratio).

Formats d. and e. can be derived from a single creative, which is rendered in 2 different resolutions (Full-HD 9:16, UHD 9:16).

d. 9:16 Full-HD

Resolution: 1.080 x 1.920 (square pixels)
Bit rate: 6.000-10.000 Kbit/s (VBR)

e. 9:16 UHD

Resolution: 2.160 x 3.840 (square pixels)
Bit rate: 24.000-40.000 Kbit/s (VBR)

3. Additional video formats

Some DOOH screens (such as beamboards in subway stations, some large format videoboards, and some passenger-TV systems) require a third creative with a 4:3 aspect ratio:

f. 4:3 landscape

Resolution: 1.600 x 1.200 (square pixels)
 Bit rate: 6.000-10.000 Kbit/s (VBR)

4. Technical specifications for video files

a. Frame rate, color depths and compression specs for all of the above formats:

Frame rate: 25,00 fps progressive
 Color depth: 24 bit (16,7 mio. colors)
 Compression: H264 (MPEG4-Level10)
 Codec: H264 in MPEG4

b. Maximum file sizes for programmatic buying & distribution:

Video length (sec)	Max. file size (MB) Full-HD (1080p)	Max. file size (MB) UHD (2160p)	Max. file size (MB) 4:3 (1.600x1.200)
5	5	20	5
10	10	40	10
15	15	60	15
20	20	80	20
25	25	100	25
30	30	120	30

5. Standard still image formats

The following standard formats are required mostly for still images on videoboards along streets and highways where moving images are prohibited.

The resolutions are identical to the standard video formats (see above), the file type should be **uncompressed JPG**:

a. **16:9 Full-HD (landscape)**

Resolution: 1.920 x 1.080

b. **16:9 UHD (landscape)**

Resolution: 3.840 x 2.160

c. **16:10 Full-HD (landscape)**

Resolution: 1.920 x 1.200

d. **9:16 Full-HD (portrait)**

Resolution: 1.080 x 1.920

e. **9:16 UHD (portrait)**

Resolution: 2.160 x 3.840

f. **4:3 (landscape)**

Resolution: 1.600 x 1.200

g. **Maximum file sizes for programmatic buying & distribution:**

Max. file size (MB) Full-HD (1080p)	Max. file size (MB) UHD (2160p)	Max. file size (MB) 4:3 (1.600x1.200)
6	24	6