TECHNICAL SPECIFICATION **DIGITAL OOH**

WallDecaux
Premium Out of Home

DESIGN GUIDELINES

DIGITAL CITY NET (DCN) AND DIGITAL DELUXE NET (DDN)
Slow graphic animations are permitted, but full motion / video content is not allowed.

DIGITAL POSTER GALLERY (DPG) AND DIGITAL UNDERGROUND BERLIN (DUB)
Slow graphic animations and full video footage are permitted.

DIGITAL CITY LIGHT BOARDS (DCLB)
Slow graphic animations are permitted, but full motion / video content is not allowed.

REVIEW AND APPROVAL PROCESS

1. To ease our review process, please name your files as follows:
week_medium_client_image

2. At least five working days prior to the start of the campaign, please send your copy / creative to
digital@walldecaux.de.

3. Your file will be reviewed in terms of landlord copy guidelines as well as technical aspects and you
will receive an approval from the WallDecaux Digital Team then.

4. If you have any further questions or need any further assistance, please do not hesitate
to contact us.

NOTES ON DYNAMIC CREATION

Please contact WallDecaux if you are interested in Dynamic Content
Optimization (DCO), which enables the integration of real-time data feeds (e.g. a news ticker, weather)
into your campaign.

Further information on Dynamic Content Optimization (DCO) can be found here (in German).

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TECHNICAL PARAMETERS	DIGITAL CITY NET (DCN)	DIGITAL DELUXE NET (DDN)	DIGITAL UNDERGROUND BERLIN (DUB)	DIGITAL CITY LIGHT BOARDS (DCLB)	DIGITAL POSTER GALLERY (DPG)
Format	MP4, JPG (in Munich static content (JPG) only)	MP4, JPG (in Munich static content (JPG) only)	MP4, JPG	MP4, JPG	MP4, JPG
Resolution, bit rate, aspect ratio	Ultra HD (2.160 x 3.840 px), max. 50 Mbit/s, Full HD (1.080 x 1.920 px), 20 Mbit/s, Aspect ratio: 9:16	Ultra HD (2.160 x 3.840 px), max. 50 Mbit/s, Full HD (1.080 x 1.920 px), 20 Mbit/s, Aspect ratio: 9:16	Full HD (1.080 x 1.920 px), 20 Mbit/s, Aspect ratio: 9:16	Berlin: 440 × 300 px Hamburg: 440x300 & 528 x 384 10 Mbit/s, Aspect ratio: 4,4:3 & 11:8	Full HD (1.920 px x 1.080 px), max. 20 Mbit/s, Aspect ratio: 16:9
Frame rate	25 – 30 FPS	25 – 30 FPS	25 – 30 FPS	25 – 30 FPS	25 – 30 FPS
Video codec	H.264	H.264	H.264	H.264	H.264
Spot length	10 seconds	10 seconds	10 seconds	10 seconds	10 seconds
General information	DCN reaches your target audience at busy locations in the city. You can also address customers along the customer journey.	DDN reaches an audience with high purchasing power directly at retail locations in the most exclusive shopping areas.	DUB reaches urban and mobile target audiences while they are on the go in Berlin's busiest subway stations.	DCLB reaches a car-driving target audience on the most frequented main roads in Berlin and Hamburg.	DPG reaches your target audience while they wait for transport at one of the busiest subway stations in Berlin (Friedrichstrasse).
Pixel density	72 dpi	72 dpi	72 dpi	72 dpi	72 dpi
Booking options	Network, Hub	Network	Network	Network & FLEX	Network
Street furniture	Outdoor	Outdoor	Indoor	Outdoor	Indoor
Cities	Berlin, Bremen, Dresden, Düsseldorf, Hamburg, Cologne, Munich	Berlin, Bremen,Dresden, Dortmund, Düsseldorf, Hamburg, Cologne, Ludwigshafen Mannheim, Munich, Stuttgart, Saarbrücken, Wiesbaden	Berlin	Berlin, Hamburg	Berlin