



## TECHNICAL SPECIFICATIONS

Format	MP4, JPG (in Munich static content / JPG only)
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

## DESIGN NOTE

For Roadside and Street furniture media, do not use lightning effects, real film or rapid image changes. The number of sequences is limited to a maximum of three to four.

## 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.

## ADDITIONAL INFORMATION

The visual-dynamic motifs must be sent to WallDecaux in advance for checking until further notice.

Seven different motifs are included in a weekly booking. If you wish to submit additional motifs, we a handling fee will apply.

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.

[adops@walldecaux.de](mailto:adops@walldecaux.de)