Technical Specification
Digital Out of Home

	Roadside	Street Furniture	Rail	
	Digital City Light Boards (DCLB)	Digital City Light Poster (DCN & DDN)	Digital Underground Berlin (DUB)	Digital Poster Gallery (DPG)
Format	MP4 and JPG	MP4 and JPG In Munich and Nuremberg only stills (JPG) are allowed	MP4 and JPG	MP4 and JPG
Resolution (W x H)	Berlin: 440 x 300 px and 672 * 448px (please provide 2 seperate files) Hamburg: 528 x 384 px	1.080 x 1.920 px or 2.160 x 3.840 px	1.080 x 1.920 px	1.920 x 1.080 px
Aspect Ratio	W: 4,4:3 // H: 11:8	9:16	9:16	16:9
Frame rate / Bit rate	25 – 30 FPS 10 Mbit/s	25 - 30 FPS 20 Mbit/s or 50 Mbit/s	25 - 30 FPS 20 Mbit/s	25 - 30 FPS 20 Mbit/s
Ad length	10 Seconds	10 Seconds	10 Seconds	10 Seconds
Video codec	H.264			
Visual display				
Moving image	❌ Only in super slow motion	❌ Only in super slow motion	✅	✅
Cinemagraph and graphic animation	✅	✅	✅	✅

Delivery deadline:
Please send us your motifs 5 working days before the start of the campaign to adops@walldecaux.de and include the following information in the e-mail: Customer name, campaign/product name, medium and time period. For a weekly booking, 7 different motifs are included. If you would like to submit additional motifs, a processing fee applies we will charge you a handling fee at.

Check-up:
The content-related and technical check-up of the visual normally takes place within 24 hours.
If you are not sure whether your visual can be used by WallDecaux, or if you are planning a campaign with sensitive content such as politics, tobacco, violence or gambling, please contact us.

Dynamic Creative Optimization (DCO)

Personalise your content live! Data sources such as weather, traffic or mobility data serve as automatic triggers for intelligent targeting and offer additional flexibility

Please contact WallDecaux if you are interested in Dynamic Content Optimization (DCO). WallDecaux can take care of the creative design and advise you on the best solution for your campaign and your target group.

Our Tips

Maximum 3 to 4 sequences →Keep it simple.

You can find font size recommendations for our boards here.

For reasons of road safety: For Roadside and Street Furniture media, do not use lightning effects, moving images or rapid image changes.

Helpful tips for designing your creatives can be found here.

Do you have any questions about the design of your visuals?
We are happy to support you!

adops@walldecaux.de