



# TECHNICAL DATA PROGRAMMATIC

## DESIGN NOTES

### **DIGITAL CITY NET (DCN) AND DIGITAL DELUXE NET (DDN)**

Slow graphic animations are permitted, but actual video footage is not allowed.

### **POSTER GALLERY AND DIGITAL UNDERGROUND BERLIN (DUB)**

Slow graphic animations and actual video footage are permitted.

### **DIGITAL CITY LIGHT BOARDS (DCLB)**

For DCLB formats, please provide a still image as a JPG file.

## WALLDECAUX'S CREATIVE APPROVAL PROCESS

1. Upload your advertising image to the DSP of your choice before the start of the campaign.
2. Please send the default creative (as a JPG or MP4) to [programmatic@wall.de](mailto:programmatic@wall.de) before the campaign starts. We will upload it as fallback creative to the SSP VIOOH.
3. The approval of the creatives normally occurs within 24 hours if your DSP has an API approval process. If your DSP has a VAST bid response approval process, we can only approve the creative after the first bid response, as soon as the campaign is live. Please contact your DSP to check how creatives are approved.
4. As soon as all creatives have been approved and the campaign is live on the DSP, you can review a report at your DSP interface.
5. If you are not sure whether your images will be approved by WallDecaux, or if you are planning a campaign with sensitive content (e.g. politics, tobacco or gambling), please contact us to clarify your questions.

## NOTES ON DYNAMIC CREATION

Our Dynamic Creation service, also known as Dynamic Creative Optimization (DCO), requires specific programming adjustments..

Please contact WallDecaux at [programmatic@wall.de](mailto:programmatic@wall.de) if you wish to conduct a DCO campaign. WallDecaux can provide for your creative design needs and advise you on the best solution for your campaign and target audience.

### LINKS

Helpful tips for successful advertisements can be found [here](#).

### CONTACT

Questions? Need help?  
Please don't hesitate to contact us.

**WallDecaux Team**  
+49 30 33899-107

[programmatic@wall.de](mailto:programmatic@wall.de)

[www.walldecaux.de/programmatic](http://www.walldecaux.de/programmatic)

---

**PREMIUM  
PROGRAMMATIC**  
by **WallDecaux**

---

# TECHNICAL DATA PROGRAMMATIC



TECHNICAL PARAMETERS	DIGITAL CITY NET (DCN)	DIGITAL DELUXE NET (DDN)	DIGITAL UNDERGROUND BERLIN (DUB)	DIGITAL CITY LIGHT BOARD (DCLB)	DIGITAL POSTER GALLERY
<b>Format</b>	MP4, JPG	MP4, JPG (in Munich, only JPG is permitted)	MP4, JPG	JPG	MP4, JPG
<b>Resolution, bit rate, color space, color depth</b>	Full HD (1.080 x 1.920 px), 20 Mbit/s	Full HD (1.080 x 1.920 px), 20 Mbit/s	Full HD (1.080 x 1.920 px), 20 Mbit/s	440 x 300 px (one image pixel corresponds to one LED on the ad display), 72 dpi, 8 Bit/channel, sRGB	Full HD (1.920 px x 1.080 px), 20 Mbit/s (Seitenverhältnis 16:9)
<b>Frame rate</b>	30 FPS	30 FPS	25 FPS	—	25 FPS
<b>Video-Codec</b>	H.264	H.264	H.264	—	H.264
<b>Spot length</b>	10 seconds	10 seconds	10 seconds	—	10 seconds
<b>General information</b>	Reach your target audience at busy locations in the city. You can also address customers along the customer journey.	Reach an audience with high purchasing power directly at retail locations in the most exclusive shopping areas.	Reach an urban and mobile target audience while they are on the go in the busiest subway stations in Berlin's inner-city.	Reach a car-driving target audience on the busiest main roads in Berlin and Hamburg.	Reach individuals in your target audience while they wait for transport at one of the busiest subway stations in Berlin (Friedrichstrasse).
<b>Number of screens*</b>	521	281	71	47	12
<b>Contacts/week</b>	Over 44 Mio.	Over 48 Mio.	Over 8,5 Mio.	Over 9 Mio.	Over 0,6 Mio.
<b>Street furniture</b>	outdoor	outdoor	indoor	outdoor	indoor
<b>Cities</b>	Berlin, Hamburg	Berlin, Bremen, Dortmund, Düsseldorf, Hamburg, Cologne, Mannheim, Munich, Wiesbaden	Berlin	Berlin, Hamburg	Berlin

\*We reserve the right to make adjustments related to the addition or removal of screens.  
Current to August 2020