



TECHNICAL SPECIFICATION PROGRAMMATIC

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 motion/ video content 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. Upload your campaign creative to the DSP of your choice before the start of the campaign.
2. Please send us a default creative (as a JPG or MP4) for each Deal ID to programmatic@wall.de prior to your campaign. The image(s) should be valid for the entire duration of the campaign. We will upload it as a fallback creative to the SSP VIOOH.
3. The approval of the campaign creative 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 campaign creative after the first bid response, as soon as the campaign is live. Please contact your DSP to check how creatives are approved.
4. To get campaign creative approval, please activate the line items in your DSP before the campaign starts. This enables campaign creative transfer and approval (and will not affect the defined campaign start time).
5. As soon as all campaign creative have been approved and the campaign is live on the DSP, you can review a report at your DSP interface.
6. If you are not sure whether your campaign creative 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

Please contact [WallDecaux](https://www.walldecaux.de) 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).

LINKS

Helpful tips for designing your creatives can be found [here](#).

CONTACT

Questions? Need help?
Please do not hesitate to contact us.

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

TECHNICAL SPECIFICATION PROGRAMMATIC

TECHNICAL PARAMETERS	 DIGITAL CITY NET (DCN)	 DIGITAL DELUXE NET (DDN)	 DIGITAL UNDERGROUND BERLIN (DUB)	 DIGITAL CITY LIGHT BOARD (DCLB)	 DIGITAL POSTER GALLERY (DPG)
Format	MP4, JPG	MP4, JPG (in Munich static content (JPG) only)	MP4, JPG	MP4, JPG	MP4, JPG
Resolution, bit rate, color space, color depth	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 × 300 px (one pixel equals one LED on the actual display), 10 Mbit/s, Aspect ratio: 4,4:3	Full HD (1.920 px x 1.080 px), max. 20 Mbit/s, Aspect ratio: 16:9
Frame rate	30 FPS	30 FPS	25 FPS	25 FPS	25 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	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).
Number of screens*	521	281	71	47	12
Contacts/week	Over 44 Mio.	Over 48 Mio.	Over 8.5 Mio.	Over 9 Mio.	Over 0.6 Mio.
Street furniture	outdoor	outdoor	indoor	outdoor	indoor
Cities	Berlin, Hamburg	Berlin, Bremen, Dortmund, Düsseldorf, Hamburg, Cologne, Mannheim, Munich, Stuttgart, Saarbrücken, Wiesbaden	Berlin	Berlin, Hamburg	Berlin

*We reserve the right to make adjustments related to the addition or removal of screens.
Current to February 2022