



# 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 are permitted, but full motion / video content is not allowed.

### **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](mailto: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 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.

#### **WallDecaux Team**

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

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

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

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# 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 (in Munich static content (JPG) only)	MP4, JPG (in Munich and Nuremberg static content (JPG) only)	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	Berlin: 440 x 300 px Hamburg: 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
<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>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, Bremen, Dresden, Düsseldorf, Hamburg, Cologne, Munich	Berlin, Bremen, Dresden, Dortmund, Düsseldorf, Hamburg, Cologne, Ludwigshafen, Mannheim, Munich, Nuremberg, Stuttgart, Saarbrücken, Wiesbaden	Berlin	Berlin, Hamburg	Berlin

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