

# Technical Specifications

# DIGITAL CITY NET



## TECHNICAL SPECIFICATIONS

<b>Format</b>	MP4, JPG (in Munich static content / JPG only)
<b>Resolution, bit rate</b>	Ultra HD (2.160*3.840 px), 50 Mbit/s or Full HD (1.080*1.920 px), 20 Mbit/s
<b>Frame rate</b>	30 FPS
<b>Video codec</b>	H.264
<b>Ad length</b>	10 seconds
<b>Special format</b>	HTML5 with dynamic connection available on request

## DESIGN INFORMATION

Graphic animations are permitted; sequences of real film are not.  
Until further notice, visually dynamic images need to be sent to WallDecaux in advance for review and approval. Thank you for your understanding.

## 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.

## DELIVERY INFORMATION

A week booking includes seven different images.  
If you would like to submit additional images, we will charge you a flat fee for handling.

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.

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