

Public Video: Infoscreen (Managed & Programmatic)

(!) This is a Google translate of the Ströer Confluence page:

<https://stroerdigitalgroup.atlassian.net/wiki/spaces/SDGPUBLIC/pages/54854584/Public+Video+Infoscreen+Managed+Programmatic>

Important:

Delivery address when booking Managed / IO or Programmatic Public Video (PPV) at Ströer Digital Media:

Ströer Digital Public Video Operations : ops_ppv@stroer.de

Further important information and instructions for delivery (lead time, delivery options) can be found below under "Delivery".

visualization



format idea

Entertainment and advertising on the platform

Infoscreens are digital large-format screens at underground and suburban train platforms as well as mainline stations in major German cities. You get a special attention in the low-publicity: your target group is grateful for the variety of your advertising in the average 5-minute waiting situation and can also perceive comprehensive messages.

Due to the high percentage of editorial, varied content Infoscreen creates an environment in which your message is perceived positively. With the regionally selected program Infoscreen stands for the respective city and is perceived as part of it.

Further public video advertising forms at Ströer Digital Media

In addition to the info screen, we also offer the following public video advertising formats:

- [Station video](#)
- [Mall video](#)

File Format Programmatic Campaign

Video

- MP4, 25 fps , without soundtrack
- codec: h.264 (bitrate max 12 Mbit / s)

File format managed campaign

Video

- MP4, AVI or MOV, 25 fps , without soundtrack
- Codec: uncompressed or h.264 (bit rate at least 30 Mbit / s)
- no fields (progressive)

freeze frame

- , psd / .jpg / .bmp / .tif / .pdf / .png / .eps
- PowerPoint, InDesign and Flash files can **not be** accepted.

Dimensions & file weight

resolution

- 1600 × 1200 pixels, sRGB , 72 dpi
- The resolution 1024 x 768 pixels can still be used.

aspect ratio

- 4: 3

spot length

- The spot length can be found in the order confirmation
- No title slates or blank frames

Special features Publisher

Please note:

Notes on the content and formal design

- The spot length is firmly defined by the order confirmation.
- Content should be available in the booked time.
- Content must comply with the youth protection guidelines.
- Spots must be created exactly in the resolution of the booked advertising medium.
- Spot lengths must be frame accurate to the booked time.

delivery

Lead time and delivery address:

Public video advertising media are always treated as follows at the time of booking (Managed / IO or Programmatic Public Video (PPV)) at Ströer Digital Media: All PV advertising must be at least **three working days** before the start of the campaign for technical and substantive

examination ops_ppv@stroeer.de sent.

File formats:

Infoscreen works with Windows systems. Please make sure that the **respective file format** (PSD, AVI, MOV, JPG, etc.) is **clearly recognizable** when data is supplied from other operating systems . Since some video codecs are not available cross-platform or hardware-independent, **video files** must be delivered **without codec** (uncompressed). PowerPoint, InDesign and Flash files can **Not** be accepted.

Delivery Options:

1. **Finished Spot:** Please note that the finished spot **must meet the above requirements** . If you have multiple **creatives** , a **motivational statement is** required.
2. **Layout animation :** You do not have a finished spot? We are happy to take over the production for you! If you already have a static layout that will be shown on Station Video, we'll be happy to assist you in putting it into an animated spot. Please note the **following technical requirements** for the source data:
 - Color space sRGB
 - Elements to be animated on own levels
 - Give a clear name to the levels
 - do not create masks on Layers folder
 - Create a Photoshop file with the exact pixel dimensions of the booked advertising medium
 - possibly storyboard and motivational statement (with several motives)
3. **Complete Production:** We produce your spot or adapt your layout. For this we can use almost any material from you:
 - graphic elements:
 - **pixel-based:** PSD, JPG, BMP, TIF, PDF, PNG or similar (also applies to freeze frame)
 - **Vector based:** EPS, AI (convert font to paths)
 - Video material:
 - Color space sRGB , frame rate 25 fps (HD)
 - **uncompressed :** AVI or MOV
 - **compressed:** MPEG4 (h.264), at least 35 Mbit / s (Blu-ray quality)

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General technical specifications

Public Video: Station Video

Public Video: Mall Video

Further information about the Infoscreen:

www.infoscreen.de/infoscreen