TECHNICAL SPECIFICATIONS FOR PROGRAMMATIC OOH BY GEWISTA

for Digital City Light, Digital Escalator Light and Premium Screen

Data	.mov, .mp4
File Container/ Video Codec	.mov/h264 - .mp4/VC-1
Frame Rate	**25p**
Spot-length	Digital City Light: **10 seconds** Digital Escalator Light: **10 seconds** Premium Screen: **12 seconds**
File format (WxH)	Digital City Light: **1080x1920** Digital Escalator Light: **1080x1920** Premium Screen: **1200x840**

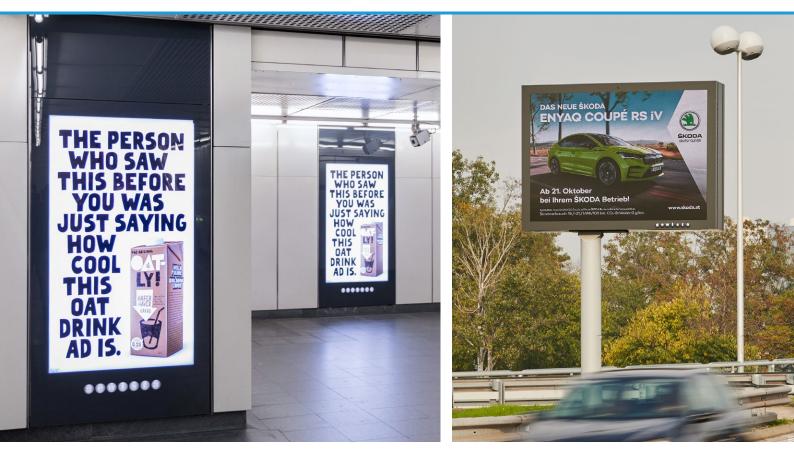**Software used**
Adobe Photoshop, Illustrator, After Effects, InDesign. Files with the extension .MAC cannot be processed

Deadlines (for all formats)
Please push the creatives from the DSP to our SSP VIOOH at least 5 business days before the start of the campaign.

Examples on acceptable dynamic outdoor content: *DIGITAL CITY LIGHT* and *PREMIUM SCREEN*

ANIMATION GUIDELINES

for Digital City Light, Digital Escalator Light and Premium Screen

Visually dynamic content is allowed on the Digital City Lights, within certain guidelines: Content must not contain certain scenes or images of a horrific, violent or lewd nature.
Gewista reserves the right to allow/disallow content based upon these guidelines and those of the city government of Vienna.

Digital City Light and Digital Escalator Light

Guidelines for outdoor screens
For reasons of traffic safety, the following restrictions apply:

Image changes
• only 2 complete image changes allowed within 10 seconds
• minimum 1.5 seconds build-up time per full image change

Fade-in/ fade-out:
• allowed in black only

Animation design and movement:
• images should not appear suddenly from sides (left or right)
• no jerky, blinking, flickering or shimmering images
• 1-2 seconds set-up time for each image
• maximum of 2 elements every 5 seconds (pop-ups, etc.)

Film sequences:
• No film sequences or similar animation are allowed. Animation may however, contain slow movement.

Guidelines for public transport and shopping area
• No political advertisements allowed.
• Visually dynamic images (including movie sequences) are permitted in the indoor area.
• On escalator screens it is not permitted to show QR-Codes.

For examples on acceptable dynamic outdoor content find this _LINK_ with visual-dynamic Outdoor-motives.

Premium Screen

Guidelines for outdoor screens
For reasons of traffic safety, the following restrictions apply:

How should an animation setup be implemented?
• No complete image change
• 1 insertion with a duration of 2 seconds +/- 0.5
• seconds with a maximum area of 10% of the total area of the subject is allowed.
• In addition, a maximum of 1 moving object with a maximum area of 10% of the total area of the subject may be displayed.
  • The size of the moving object must remain constant, i.e. zoom is not allowed.
  • The movement must be straight and smooth, pulsating movements are not allowed. It is not allowed for elements to fly in from the left or right side.
  • The movement must already be present when the subject fades in and, ideally, must continue for the entire duration of the comercial.

CAUTION! Due to new regulations from the traffic authorities, **crossfade transitions** have been mandated for us when **changing creatives** on our Premium Screens. Therefore, for campaigns on the Premium Screens, an ad delivery of +2 seconds is required. This means that the creative should have a **total duration of 12 seconds** (1 + 10 + 1 = 12). Consequently, the actual spot will be prominently displayed for 10 seconds.
Size Premium Screen: B 3,5m x H 2,6m x T 0,5m

Find this _LINK_ with examples for visual-dynamic Outdoor-motives.

gewista