

Digital Citylights

FORMAT SPECIFICATIONS	
Resolution:	1.080 x 1.920 pixels
Spot length:	10 seconds
Frame rate:	30 fps
Aspect ratio:	9:16
File format:	motion creative: .MP4 (H.264) according to RVS regulations static creative: .JPG, .PNG

Regulations of Road Traffic Safety for Animated Advertising (RVS) Displayed on Digital Citylights

- No rotating, spiral, abrupt or quick motion sequences
- Subtle slow motion is permitted, both in the background or in the image itself
- No motion build-up from right to left (in direction of road), except build-up of text
- Fading-in of image: No motion sequences approaching the viewer (zoom-in). This is only permitted for fading-in of text
- Minimum duration of build-up of a new image, parts of an image or other elements must be 0.8 seconds
- Flash frequency of image parts must be slower than 0.8 seconds
- Complete image must be visible for at least 3 seconds
- Avoid the successive use of traffic light colours (red, yellow, green)

Video sequences:

Video sequences are defined as scenic performances displaying action and are not permitted along roadsides.

Digital Posterlights

FORMAT SPECIFICATIONS	
Resolution:	various (see location list)
Spot length:	10 seconds*
Frame rate:	30 fps
Minimum font size:	7 pt, bold
File format:	motion creative: .MP4 (H.264) according to RVS regulations static creative: .JPG, .PNG

* Digital Posterlights in Salzburg are only permitted with static creatives. Data delivery as JPG or PNG.

Regulations of Road Traffic Safety for Animated Advertising (RVS) Displayed on Digital Posterlights

- No rotating, spiral, abrupt or quick motion sequences
- Subtle slow motion is permitted, both in the background or in the image itself
- Minimum duration of build-up of image or other elements (opacity 0-100%): 1.5 seconds
- Minimum duration of presentation of headline/key message via overlay (opacity 0-100%): 1.5 seconds. The text must be shown as a coherent unit. No successive overlays. Text must not occupy more than ¼ of the total screen
- Slogan and disclaimer must be shown from the beginning of the spot and must not be animated
- Duration of build-up of the whole advert: 5 seconds
- Avoid the successive use of traffic light colours (red, yellow, green) in urban settings

EPAMEDIA-DIGITAL-DATA DELIVERY:

The creative should ideally be uploaded to the DSP at least one day before the start of publication.

Creatives are reviewed by EPAMEDIA and approved via the SSP.