

DIGITAL SPECIFICATIONS

STREET FURNITURE

STATIC CONTENT ONLY

- Animation will not be accepted on Street Furniture
- File format: JPEG (no transparent backgrounds)
- Colour Mode: RGB | 72dpi
- JPEGs should be saved with maximum quality settings to minimize compression artefacts
- Please be aware that if multiple pieces of creative are provided, oOh! will schedule an even rotation (unless clear instructions are received)
- Requests for back-to-back, 16 sec creatives on Street Furniture must be discussed with your Business Manager at time of booking

RETAIL

STATIC CONTENT

- File format: JPEG
- Colour Mode: RGB | 72dpi
- JPEGs should be saved with maximum quality settings to minimize compression artefacts

ANIMATED/VIDEO CONTENT

- File format: MPEG-4/H.264 AVC at 20Mbps
- Frame rate for all media is 25 as per PAL standard
- Standard spot length = 6 secs

RETAIL 3D

3D VIDEO BROADCAST

- File format: MPEG 4/H.264 AVC at 20mbps.
- Supplies as .mp4 file
- Frame rate for all media is 25 as per PAL standard
- Standard spot length = 6 secs

3D ANAMORPHIC CONTENT

- A dimensionally accurate, high fidelity reproduction of the digital screen is available for The Sylvia in Blender, Maya and 3DA Studio Max, as well as .FBX and .OBJ files
- Please request this from your oOh! Business Manager
- Recommended spot length = 30 secs

QR CODES

- Recommended size = no less than 300px

FILE NAMING CONVENTIONS

Files are to be named in the following format:

CLIENTNAME_FILE#OF#_PIXELRATIO.EXT

CLIENTNAME = The advertiser name or campaign name (e.g. Coke Summer)

FILE#OF# = Please indicate which file number of the total file numbers are sent (e.g. 1 of 3)

PIXELRATIO = Pixel size (e.g. 2160px x 3840px)

.EXT = Type of file extension (e.g. .jpg)

Please note: oOh!® does files that are lost or posted on wrong dates due to not take responsibility for incorrect file names

MATERIAL DEADLINE

- 5 working days prior to display date for campaigns utilising basic material instructions (e.g. rotate creative across all locations)
- 10 working days prior to display date for campaigns utilising complex material instructions (eg. site specific, day specific, time specific campaigns)

ARTWORK DELIVERY

Final digital artwork and material instructions to be uploaded via the media upload portal

<https://mediaupload.oohmedianz.com/>

If you have any queries regarding your campaign, please contact

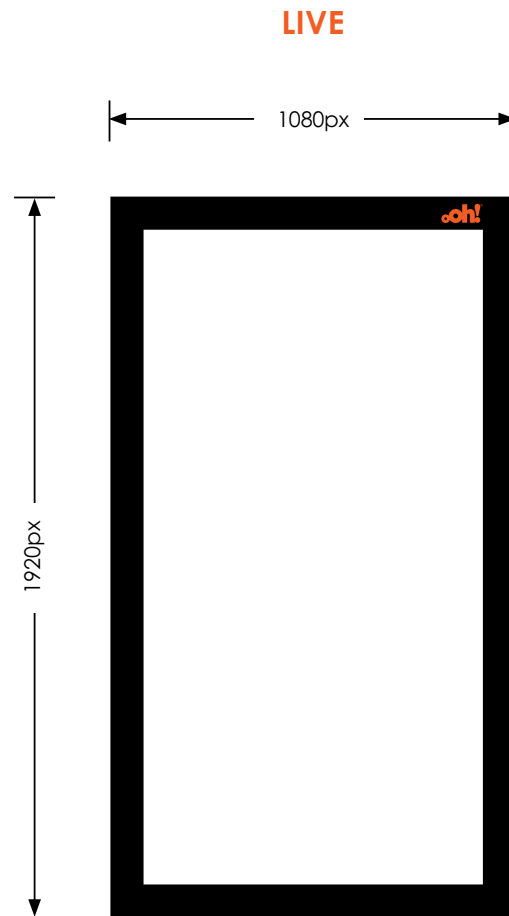
production@oohmedianz.com

CONTENT DELIVERY APPROVALS

- All content subject to oOh! testing controls
- Material which fails testing will be returned for amendment
- There are particular regulations governing some forms of advertising which require approval in writing from the relevant authority. In cases where approvals or media conformance issues require amendment to the digital material, these will be undertaken at the advertisers expense. oOh! will not be liable for any expense or delay

DIGITAL SPECIFICATIONS

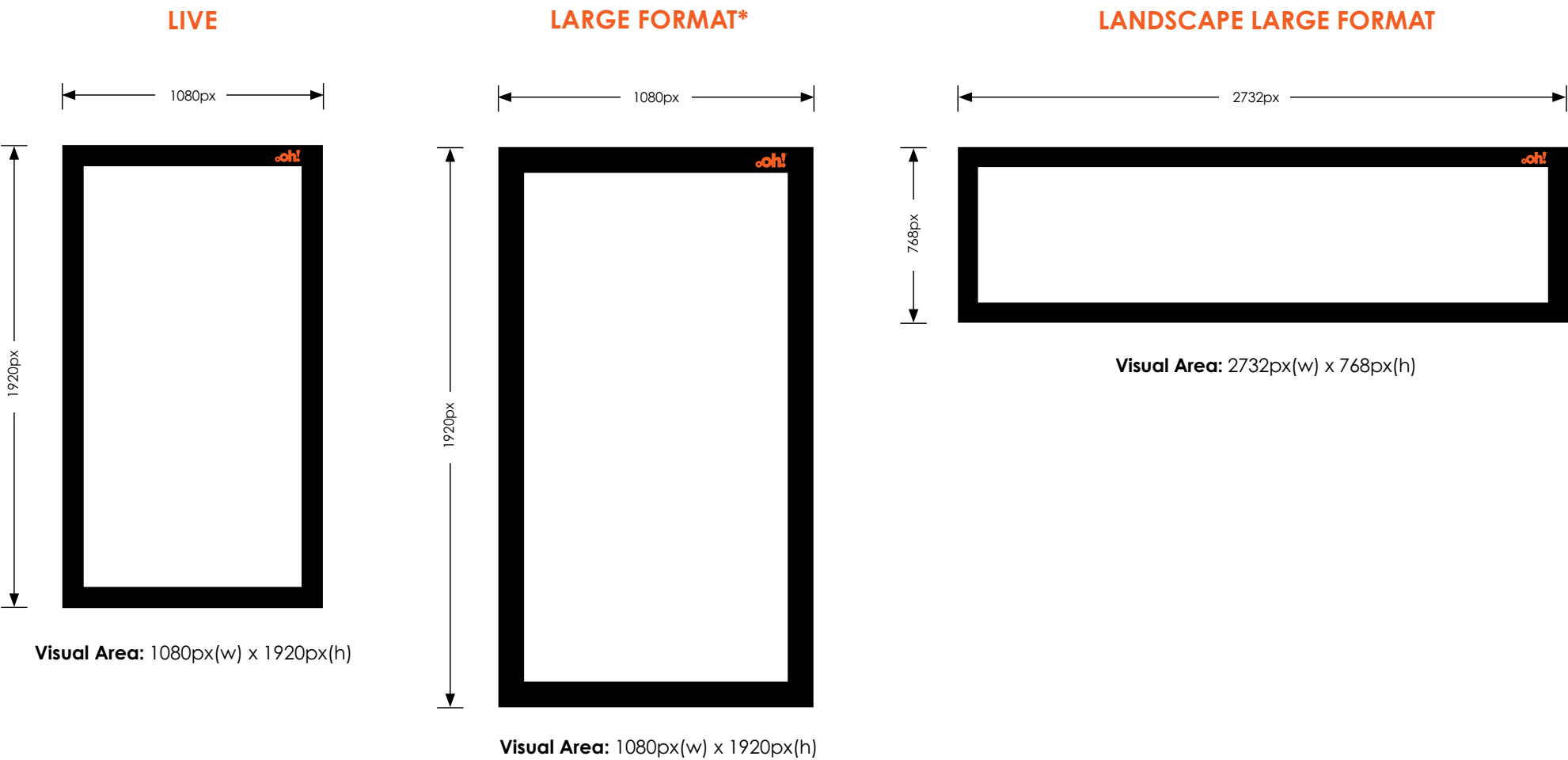
STREET FURNITURE - 8 seconds*



Visual Area: 1080px(w) x 1920px(h)

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RETAIL - 6 seconds**



*Including The Sylvia
**30 seconds available. This must be requested at time of booking



	Street Furniture Live	Retail Live	Large Format*	Landscape Large Format
Creative Size (pixels)	1080 (W) x 1920 (H)	1080 (W) x 1920(H)	1080 (W) x 1920 (H)	2732 (W) x 768 (H)
Screen Size	75"	65"/70"	Varies	Varies
Full loop duration	48 secs	36 secs	36 secs	36 secs
Single spot duration	8 secs	6 secs**	6 secs**	6 secs**
Animated	No	Yes	Yes	Yes
File Format	JPEG only	JPEG or MP4	JPEG or MP4	JPEG or MP4