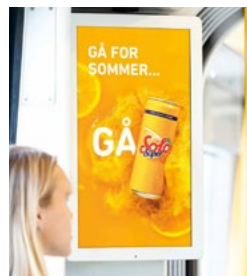
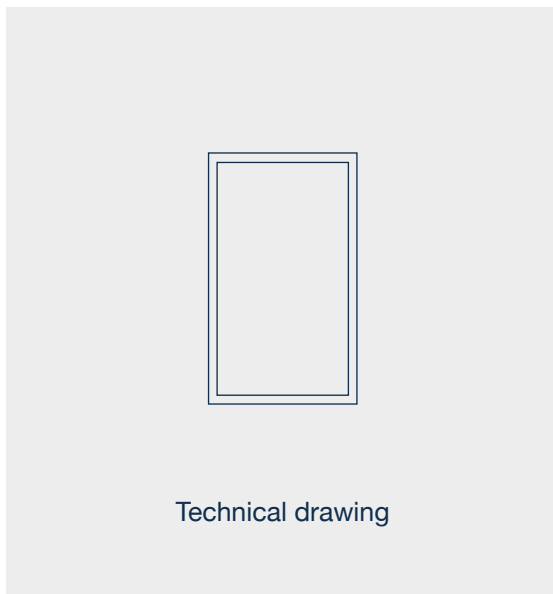


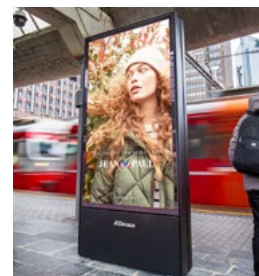
All arenas

Digital

- standard digital format



Example: Tram



Example: Train station



Example: Shopping mall



Example: Roadside

Format

1080 x 1920 px

Visible area

Same as format

Settings

Exported as MP4 (with H264 encoding) or JPG

Resolution: 72 ppi

RGB color code

Frame rate: 25 fps

Bit rate: **max 8 mbit/sec**

Material deadline

At least 4 working days before the campaign commences.

Send files to: digitalt@jcdecaux.com

Delivery notes

Files must be delivered rotated -90° counterclockwise and named

[ADVERTISER_YEAR_WEEK_PRODUCT_SEE BELOW](#)

* If only single creative: SINGLE (if more than one single creative SINGLE_A, SINGLE_B and so on)

* Groups of 4: 4_1, 4_2, 4_3, 4_4 (from left to right)

* E.g: Elkjøp_Coffee_2024_w36_digital_single_A