

STANDARD DIGITAL FORMATS

TECHNICAL SPECIFICATIONS



	STREET			SHOPPING CENTER	POS	POI
				DSN	Coop Pronto	Palexpo Cover, Let's Go Fitness, Berner Freibäder
Spot duration	10 s	15 s	24 h	10 s	10 s	10 s
Animated contents	-	-	-	●	●	●
Semi-animated contents	●	-	-	●	●	●
Static contents	●	●	●	●	●	●

DISPLAY SPECIFICATIONS

Technology	LCD	LCD	LCD	LCD	LCD	LCD
Video size	1080 x 1920 px	1080 x 1920 px	1080 x 1920 px	1080 x 1920 px OR 1920 x 1080 px	1920 x 1080 px	1080 x 1920 px
Width/height ratio	Portrait (9:16)	Portrait (9:16)	Portrait (9:16)	Portrait (9:16) OR Landscape (16:9)	Landscape (16:9)	Portrait (9:16)

STATIC CONTENT

Resolution	72 dpi	72 dpi	72 dpi	72 dpi	72 dpi	72 dpi
Color mode	RGB	RGB	RGB	RGB	RGB	RGB
Format	JPEG	JPEG	JPEG	JPEG	JPEG	JPEG

ANIMATED OR SEMI-ANIMATED CONTENT

Frame rate	25 fps or 30 fps	-	-	25 fps or 30 fps	25 fps or 30 fps	25 fps or 30 fps
Data rate	12 Mbps	-	-	12 Mbps	12 Mbps	12 Mbps
Color mode	RGB	-	-	RGB	RGB	RGB
Codec	H264	-	-	H264	H264	H264
Profil	Lv 4.2 minimum	-	-	Lv 4.2 minimum	Lv 4.2 minimum	Lv 4.2 minimum
Format	MP4	-	-	MP4	MP4	MP4

CONTENT TYPES

ANIMATED

All types of animations and graphic effects allowed.

SEMI-ANIMATED

Broadcast of slightly animated static images. The transitions between elements are made by fading in and out for 1.5 seconds.

STATIC

Broadcast of a static image only.

Notes

- Spots with unlimited animations or video sequences are normally used in closed environments, such as shopping centres, airports, railway stations or POIs.
- On the public domain and in the public interest, contractual restrictions apply in many places and more sober spots with a slight degree of animation are allowed.
- If road traffic is involved, public space is very often subject to strict bans on animation and only static advertising is allowed.

Validation

By the competent authorities, who reserves the right to refuse a visual.

Restrictions

Please note that there are some restrictions depending on the segment, such as alcohol, tobacco, politics and religion on the public domain. As a general rule, no advertising that is sexist, discriminatory or discriminatory, offensive to religious or moral feelings is not accepted.

Delivery deadline

The material to be broadcast must be sent to Neo Advertising SA within 5 working days (in case of necessary validation of the video by the competent authorities) or at least 1 working day (without validation) before the start of the broadcast. The provision of unsuitable content may lead to delays in broadcasting.

Data delivery address

crea@neoadvertising.com

Important

Extra charges may apply for video transcoding or image converting.