Production guidelines for digital advertising media
ePanel

Basic information on all ePanel advertising media

The following types of spots can be played:

– **Static** – only still images possible

– **Limited-Animation** – also Static and possible

– **Full-Motion Video** – also Static and Limited-Animation Video possible

The type of spot can be seen on your order confirmation.

– The production details are listed below (table).

– Each advertising medium is assigned to a product network.

– The content is played synchronously per product network.

– Location information for all networks is available here:
  www.apgsga.ch/productfinder

Explanations on the production of "limited animation" videos
(spot lightly animated)

A) Overall image or background

– Number of overall image or background changes:
  A maximum of 2 changes, with at least 5 seconds standing time in between

– Background: Should be constructed in the same style for any changes

– Still image: Slowly zoomed or slowly panned possible

B) Moving elements (animation)

– Number of individual animations: maximum 5 per 10 seconds of broadcast time

– The area of the individual animation must not exceed 1/3 of the screen area

– A single animation lasts 2 seconds

– The temporal distribution of the animation must be even

– An animation may consist of:
  1. incoming or outgoing elements
  2. moving elements that are already in the visible area
  3. elements which are faded in or out

A + B can be combined

Background changes are cumulated to the animations. Therefore a maximum of 2 background changes + 3 animations or 1 background change + 4 animations are possible

Under this link you will find a tutorial for advertising media with "Limited Animation".

Production partners

We recommend that you work with a specialized production company for the creation of your advertising medium. We would be happy to send you a selection of possible production partners.

Checking the digital advertising medium

Before delivering the digital advertising medium, please check it against our specifications. **Faulty data cannot be broadcast and will be rejected.**

Static

The "XnView" tool can be used for these checks; it can be downloaded at xnview.com. Open the JPEG file of your still picture in the tool and, using the "View" icon or key combination "Ctrl+Enter", check if the properties listed on the right-hand side are correct.

Animation check

The "MediaInfo" tool can be used for these checks; it can be downloaded at mediaarea.net. Open the "MediaInfo" tool in HTML view and then check your file. The spot must correspond to the length of the reserved booking.

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Advertising medium type (spot type)	**Static** classic still image (without movement)	**Limited animation** self-contained spot from a calm background (still image) with slightly moving elements **Full-motion video** self-contained spot
File format	JPG	MP4, MOV
Video codecs	–	H.264/AVC (for MP4 + MOV), Apple ProRes HQ (für MOV)
Image format	1080 × 1920 px (Vertical format) **Deliver exact pixel size**	1080 × 1920 px (Vertical format) **Deliver exact pixel size**
Image aspect ratio	9:16 or 0.563:1	9:16 or 0.563:1
Resolution	72 dpi	–
Image frequency	–	constantly 25 oder 50 images per second, tolerance in frames: - 0 frames, + 3 frames
Frame-type, encode mode	non-progressive	progressive
Colour space/profile	sRGB	YUV
Chroma	–	4:2:0 for H.264 and 4:2:2 for Apple ProRes
Colour depth	24 bits, 8 bits per channel	24 bits, 8 bits per channel
Bit rate mode		CBR or VBR
Compression quality / Bit rates	best quality	best quality
Language	Depending on language region	Depending on language region
Audio	–	No soundtrack
Spot length	**–**	**Exact spot length according to booking**

Delivery

To ensure a punctual start to your campaign, upload your digital advertising media at the latest 5 working days before the start of broadcasting:
www.apgsga.ch/myapg or use the upload link on the digital sales documents.