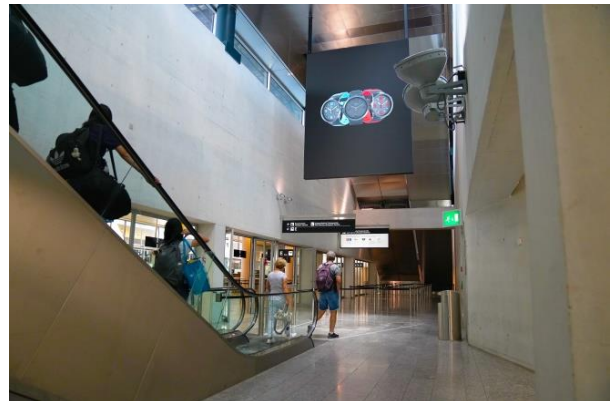


Basic information

The digital screens are broadcasting still pictures («static») or spots («full-motion video»).

Choose your preferred spot length:

- 20 seconds
- 30 seconds
- 40 seconds
- 60 seconds
- 120 seconds



Spot

eBoards allow the following creative implementations:

1. Static

The «static» format is a classic still picture (no animation).

2. Full-motion video

The «full-motion video» is a self-contained spot. The following design guidelines apply:

- Smooth, slow animations and image changes
- No flickering or flashing

Specifications

| | static | full-motion video |
|---------------------------------------|------------------------------|----------------------------------------------------------------------------------------------|
| File format | JPEG | MP4, MOV |
| Video codecs | – | H.264/AVC (for MP4 + MOV) Apple ProRes HQ (for MOV) |
| Image width | 1 344px | 1 344 px |
| Image height | 1 728 px | 1 728 px |
| Aspect ratio | 7:9 or 0.778:1 | 7:9 or 0.778:1 |
| Resolution | 72 dpi | – |
| Frame rate | – | CFR constantly 24/25/29.97/30/48/50/59.94/60 images per second |
| Frame type, encode mode | non-progressive | progressive |
| Color space/ profile | sRGB | YUV |
| Chroma | – | 4:2:0 for H.264 and 4:2:2 for Apple ProRes |
| Color depth | 24 bits, 8 bits per channel | 24 bits, 8 bits per channel |
| Bitrate mode | – | CBR or VBR |
| Compression quality / Bitrates | best quality | best quality, as the video is rendered into broadcasting format |
| Language | according to language region | according to language region |
| Audio | – | no audio track |
| Spot length | – | according to booking, full seconds Max. tolerance in frames: - 0 frames, + 3 frames |

Design tips

- Simple and clear message
- Distinctive colors
- Minimum font size 75 pixels

We would be glad to advise you on the creative implementation or to provide examples for inspection.

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 suitable offer or to provide a selection of possible production partners on request.

Technical check of digital advertising medium

Before delivering your digital advertising medium, please check it against our specifications.

Static

You can use the «XnView» tool for these checks. It can be downloaded at xnview.com. Open the JPEG file there and, using the «view» icon (or the key combination «Ctrl+Enter»), check if the features listed on the right-hand side are correct.

Full-motion video

You can use the «MedialInfo» tool for this check. It can be downloaded at mediaarea.net. Open the tool in *HTML* view and then check your file. The spot must correspond to the booked length.

Contact

Should you have any questions, please contact our digital logistics:

Phone +41 58 220 79 55

E-Mail: logistik.digital@apgsga.ch

Delivery

Please upload your digital advertising media to <http://www.apgsga.ch/myapg> **no later than 15 working days prior to the first broadcast.**