

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 “**MedialInfo**” tool can be used for these checks; it can be downloaded at mediaarea.net. Open the “MedialInfo” 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.

Do you have any questions?

Do not hesitate to contact us for further information
 E-Mail: logistik.digital@apgsga.ch, Phone +41 58 220 79 55

Additional information digital advertising media

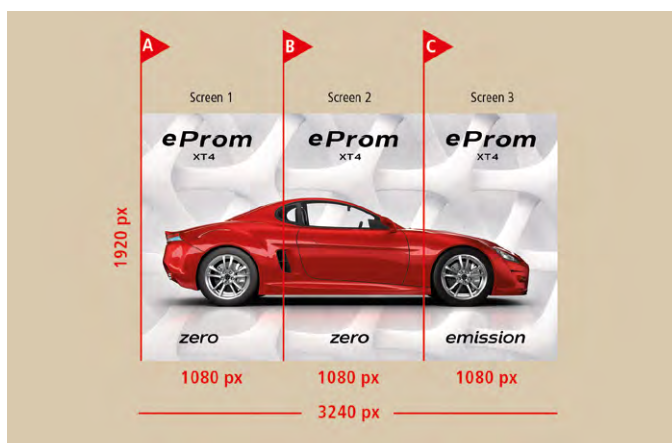
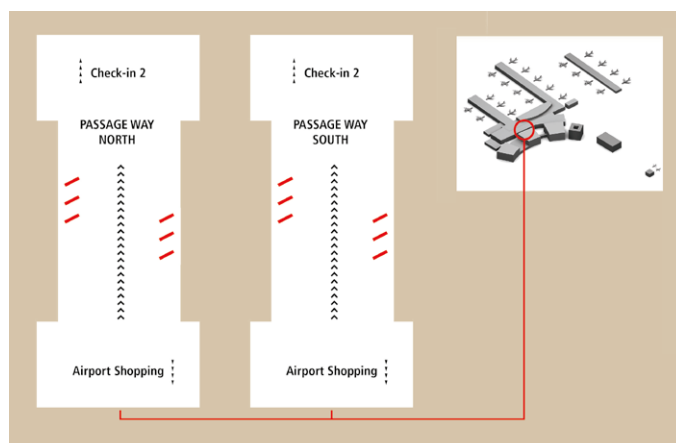
Airport ePanel AdWalk, Zurich airport



Location information

- 3 (Check-in 2) or 7 (Gates A) consecutive Airport ePanels form a unit.
- The units of the locations play the same content synchronously.
- Within a unit, each ePanel can be controlled individually or in sequence (seamless image flow).
- AdWalk ePanels are played with still images or spots of 10 seconds each, which are broadcast every minute.

Check-in 2 – Airport ePanel with 55"



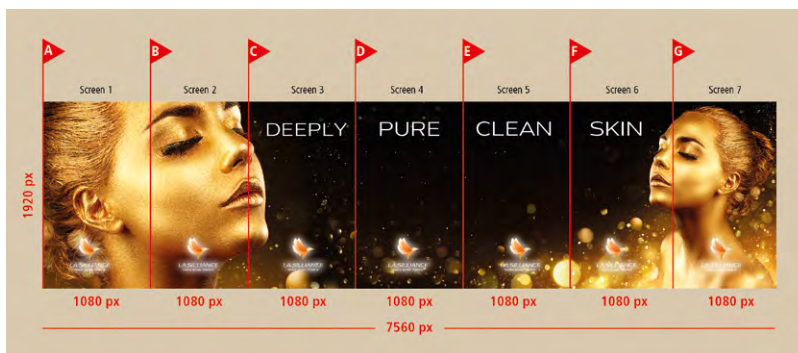
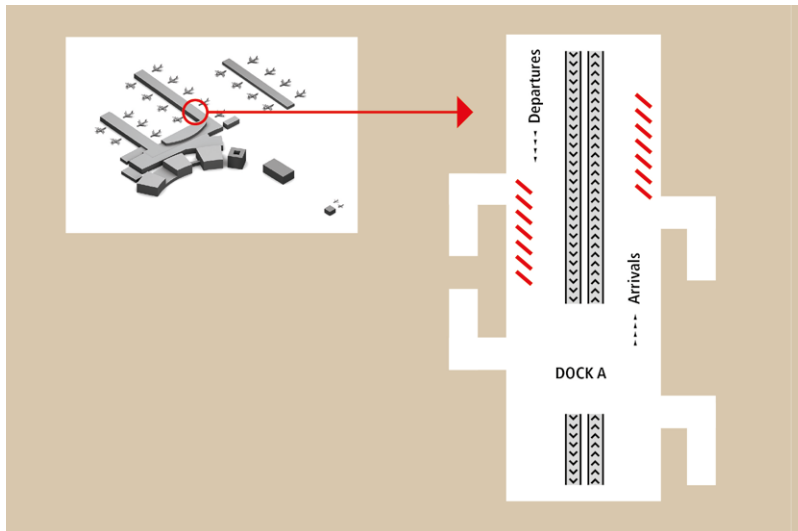
Production notes

Format of entire image composition	3240 × 1920 px (3 × 1080px)
Delivery of the spots	in 3 separate files or 1 file without imageflows
Format per file	1080 × 1920 px
Labelling of the advertising media	Several subjects in a certain order must be labelled A, B, C, etc.

Additional information digital advertising media

Airport ePanel AdWalk, Zurich airport

Gates A – Airport ePanels with 65"



Production notes

Format of entire image composition	7560 × 1920 px (7 × 1080px)
Delivery of the spots	in 7 separate files or 1 file without imageflows
Format per file	1080 × 1920 px
Labelling of the advertising media	Several subjects in a certain order must be labelled A, B, C, etc.

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