

### Basic information

- The advertising carriers are broadcasting still pictures («static») or spots («full-motion video» or «limited animation»).
- Each advertising carrier is assigned to a product network. Each product network plays the content synchronously.
- You will find site plans of all the networks on the [calculator](#).
- The spot length is set according to the booking.

### Spot

ePanels allow the following creative implementations:

#### 1. Static

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

Specifically for the City ePanel Zürich location, defined design guidelines apply, which only allow a still image with a 15 second freeze frame.

#### 2. Limited animation

The «limited animation» consists of a calm background with animated elements.

Especially for the sites of the City ePanel in Basel, Biel, Chur, Fribourg, Lugano and Winterthur, there are defined design specifications that only allow a still picture with slight animation. [Here you will find a useful tutorial](#) of what a still picture with slight animation may look like.

#### A) Specifications for overall picture or background

- Number of changes of overall picture or background: max. 2 changes with at least 5 seconds freeze frame in-between
- Background: Must be designed in the same style in case of a change
- Still picture: Slowly zoomed or slowly panned possible

#### B) Specifications for animated elements (animation)

- Number of individual animations: max. 5 per 10 seconds of broadcasting time
- The area of each animation can make up no more than 1/3 of the screen.
- 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 range
  3. elements that are faded in or out.

#### A + B may be combined

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

#### 3. Full-motion video

The «full-motion video» is a self-contained spot.

### Specifications

	<b>Static</b>	<b>Limited animation &amp; full-motion video</b>
<b>File format</b>	JPEG	MP4, MOV
<b>Video codecs</b>	--	H.264/AVC for MP4 + MOV / Apple ProRes HQ for MOV
<b>Image width</b>	1 080 pixels	1 080 pixels
<b>Image height</b>	1 920 pixels	1 920 pixels
<b>Aspect ratio</b>	9:16	9:16
<b>Resolution</b>	72 dpi	--
<b>Frame rate</b>	--	constantly 25 or 50 images per second  max. tolerance of frames: - 0 frames, + 3 frames
<b>Frame type, encode mode</b>	non-progressive	progressive
<b>Color space/profile</b>	sRGB	YUV
<b>Chroma</b>	--	4:2:0 for H.264 and 4:2:2 for Apple ProRes
<b>Color depth</b>	24 bits, 8 bits per channel	24 bits, 8 bits per channel
<b>Bitrate mode</b>	--	CBR or VBR
<b>Compression quality / Bitrates</b>	best quality	best quality, as the video is rendered into broadcasting format
<b>Language</b>	according to language region	according to language region
<b>Audio</b>	--	no audio track
<b>Spot length</b>	according to booking	according to booking

### 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 let you know a selection of possible 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 this check. It can be downloaded at [xnview.com](http://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 & limited animation**

You can use the «MediaInfo» tool for these checks. It can be downloaded at [mediaarea.net](http://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](mailto:logistik.digital@apgsga.ch)

#### **Delivery**

Please upload your digital advertising media to [www.apgsga.ch/myapg](http://www.apgsga.ch/myapg) **no later than 5 working days prior to the first broadcast.**