



Specification

GUIDELINES

- Do not use print ads or existing TV commercials. They need to be adapted or redesigned.
- Moving content must be specially developed for horizontal format with an aspect ratio of 9:16.
- Strictly follow the specified guidelines for **both bitrate and frame rate**.

TIPS

- Keep the logo visible at all times to ensure the message.
- Keep the message simple, clear and direct.
- Eye contact evokes emotions and captures attention.
- Strong contrasts are best seen.



Metrovision Video Material
Ad Length: 5 - 10 sec



Resolution: 1080 x 1920 px



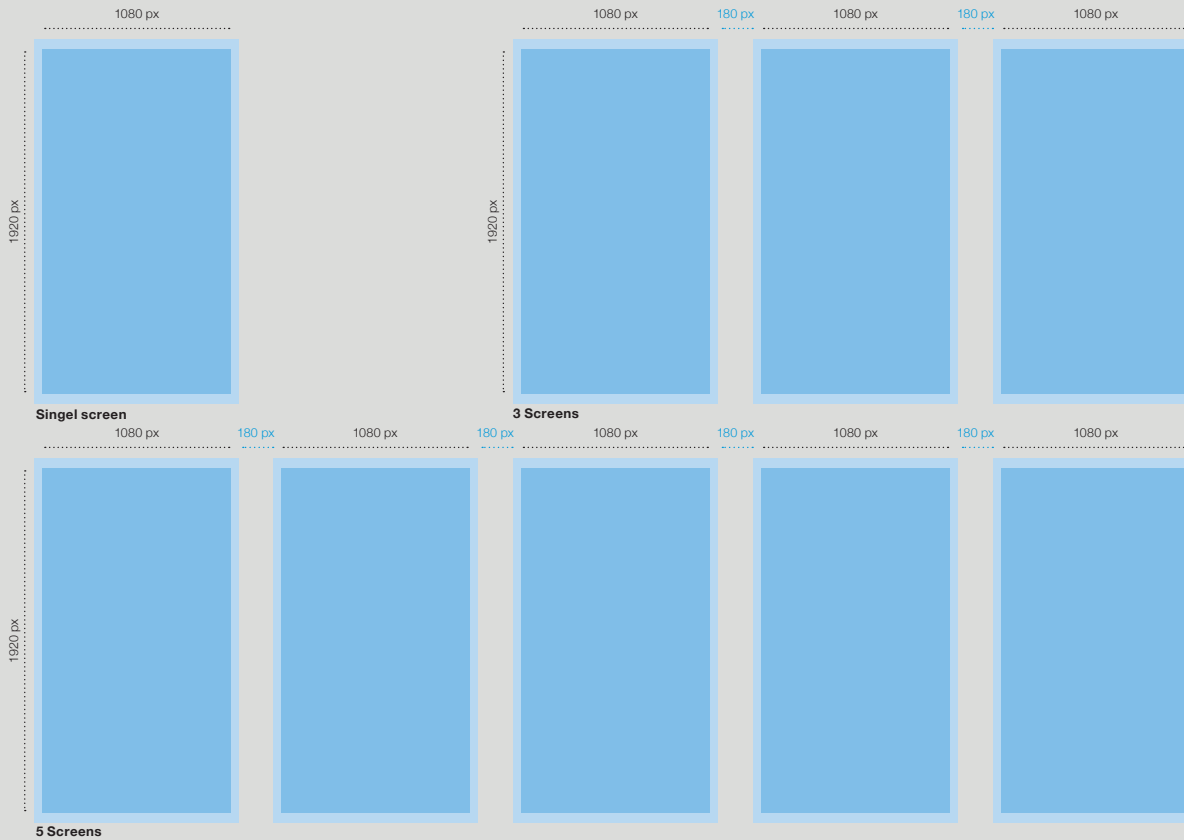
Orientation: Horizontal



Format: mp4, jpg, png
Codec: h.264
Bit rate: Max 8000 Kbps
Frame rate: Max 25 fps



File size: Up to 30MB



GUIDELINES

- Choose between single screens or wide installations featuring 3 or 5 screens. Thanks to synchronized videos, you can create ads that span the entire combined area, transforming the separate screens into a single, large digital canvas.

- The distance between the screens in the 3- and 5-screen groups is 180 pixels.

- Name the files with the advertiser, week, and any specific motif/group breakdown as follows:

Single screens: SINGEL (if there are multiple single motifs: SINGEL_A, SINGEL_B, etc.)

3-screen groups: 3_1, 3_2, 3_3 (viewed from left to right)

5-screen groups: 5_1, 5_2, 5_3, 5_4, 5_5 (viewed from left to right)

- Exempel:
Annonser_v11_Singel_A
Annonser_v22_5_1

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CONTENT SUBMISSION

When?

Final draft must be submitted within 3 working days prior to the campaign launch date. For further information concerning your submitted material contact: seonline@jcdecaux.com

How?

Upload digital material to: <https://upload.jcdecaux.se/>

Login credentials for Upload

Username: customer

Password: uploadv

TEST RUN YOUR DIGITAL ARTWORK

We offer you a free test run of your digital artwork. Contact us if you are interested.

CONTACT

Other issues concerning content please contact us below:

Email: seonline@jcdecaux.com