



## 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**.

### SPECIFIC MOTIF DISTRIBUTION

- In case of a **specific motif distribution**, please contact us as soon as possible at [seonline@jcdecaux.com](mailto:seonline@jcdecaux.com) as we need the complete documentation/materials **no later than 10 working days before the start of the campaign**.

### 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**



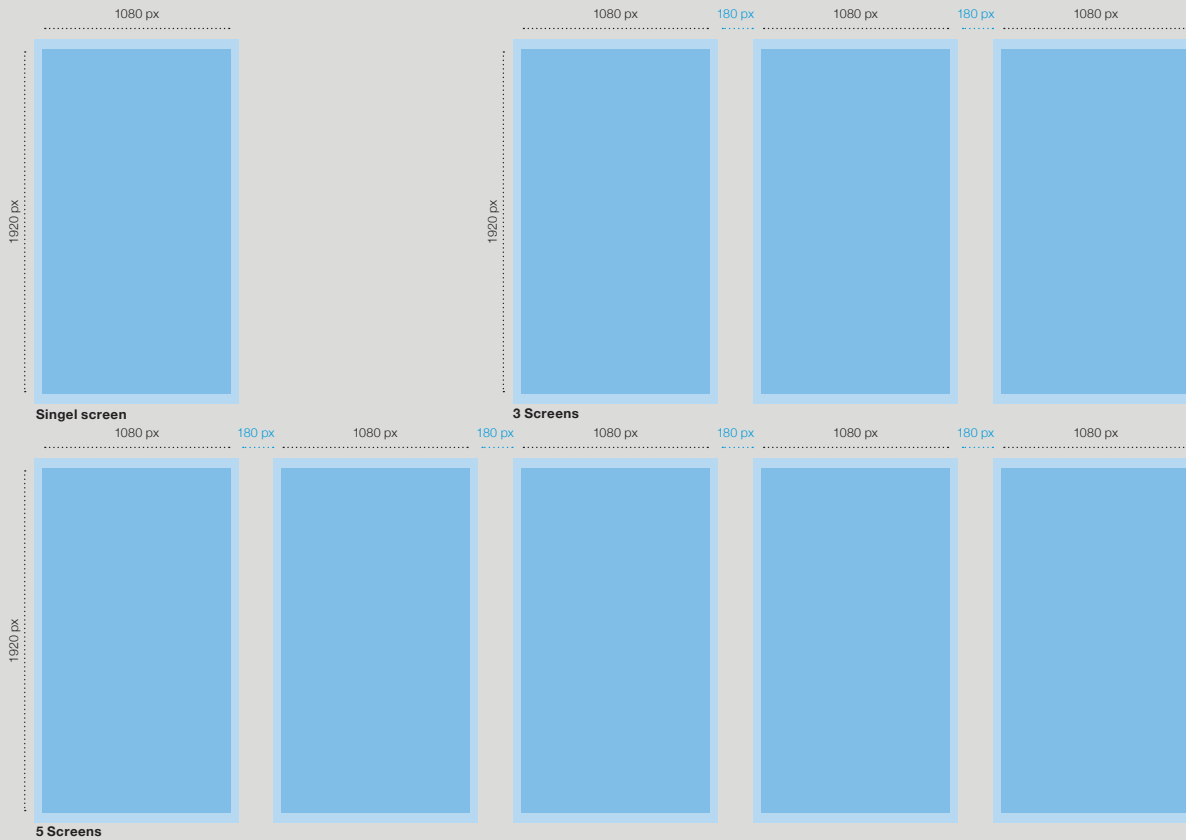
**Orientation: Horizontal**



**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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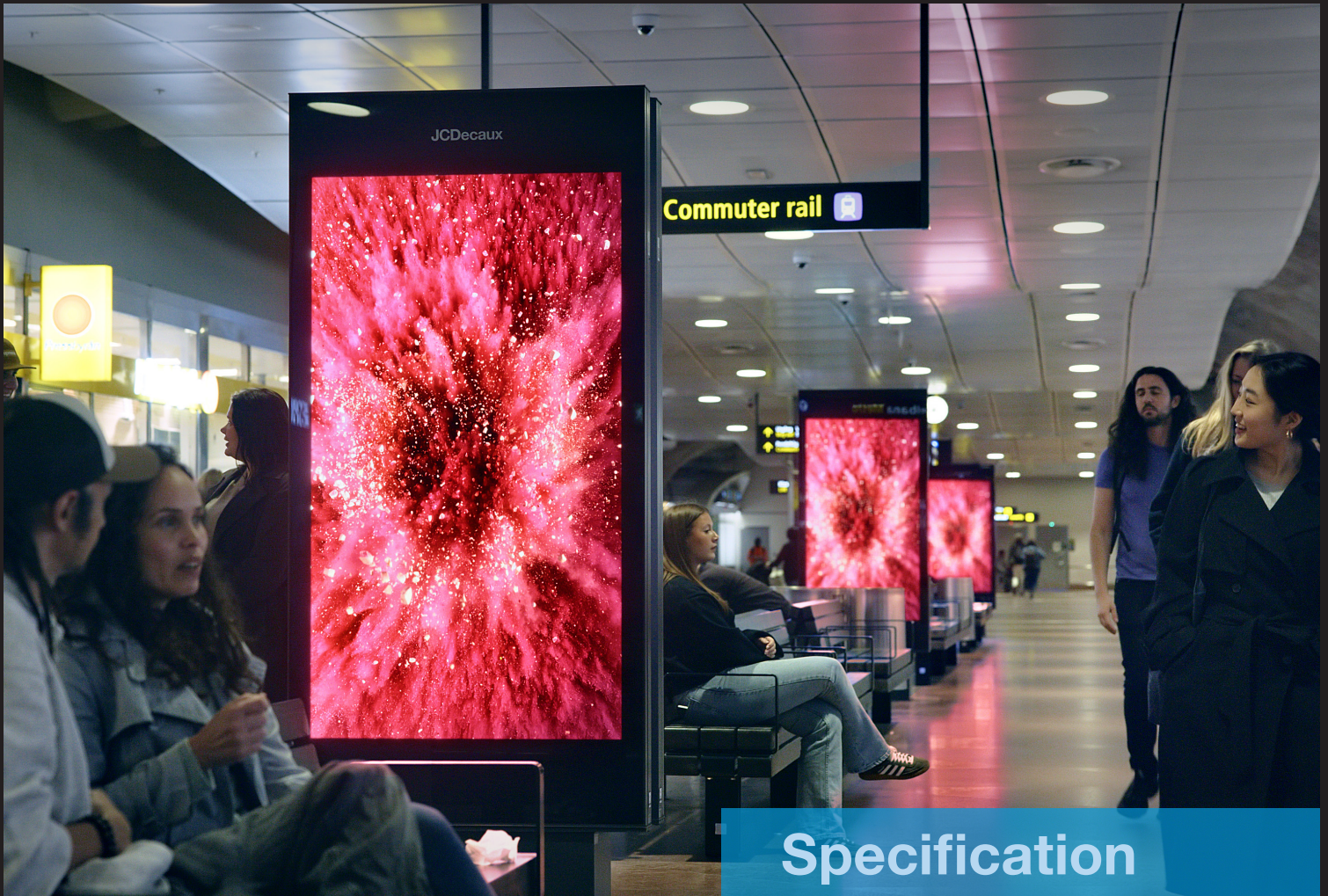
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### CONTENT SUBMISSION

#### 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](mailto:seonline@jcdecaux.com)

#### How?

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

#### Login credentials for Upload

Username: customer

Password: upload

### 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](mailto:seonline@jcdecaux.com)