JCDecaux

ARTWORK SPECIFICATIONS
METRO DIGISIZE



Specification

CONTENT SUBMISSION

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

How?
Upload digital material to: https://upload.jcdecaux.se/

Login credentials for Upload
Username: customer
Password: upload

PROGRAMMATIC

All files must be 5 seconds and delivered through the DSP. Please let us know when the file has been uploaded to the DSP so that we can approve it as soon as possible. If you have any questions, please contact: progswe@jcdecaux.com.

Metro Digisize Video Material
Ad Length: 5 - 10 sec

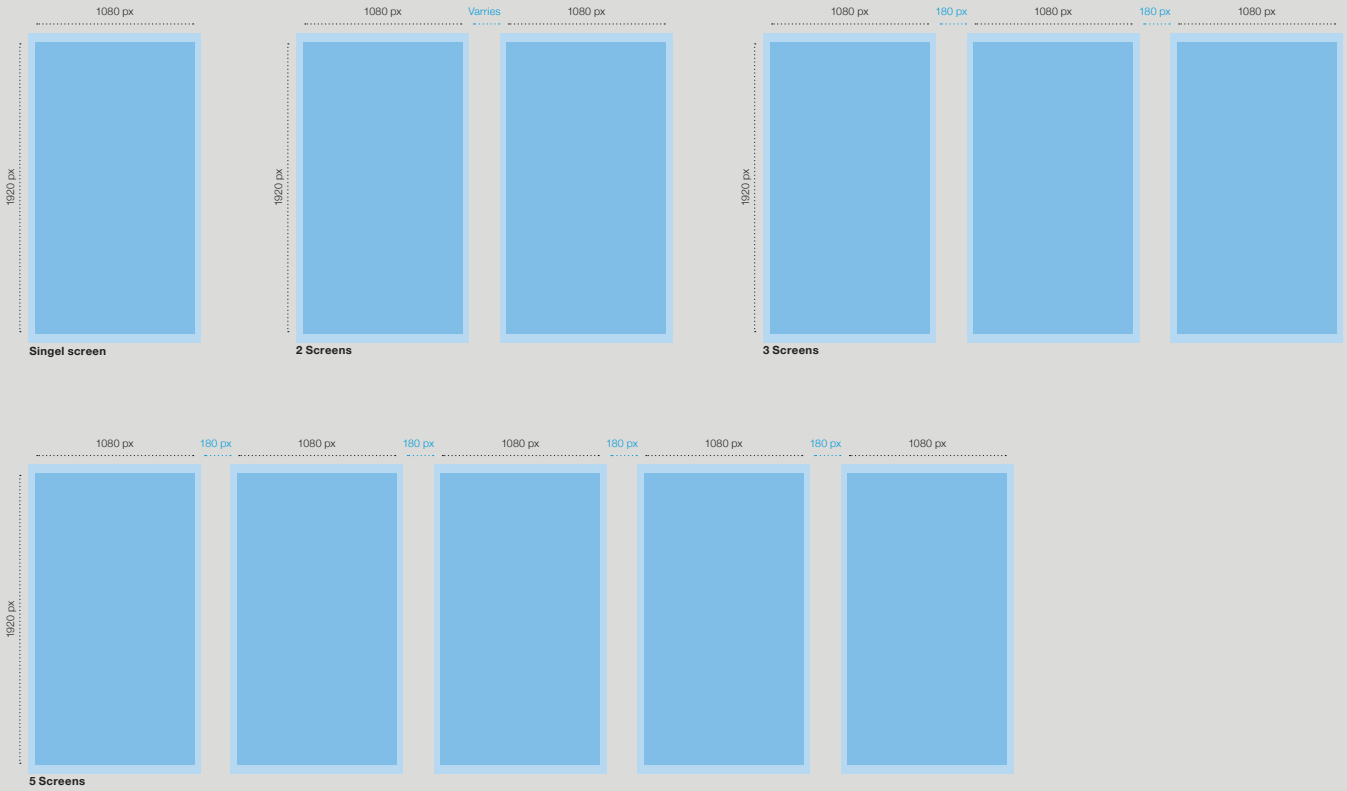
Resolution: 1080 x 1920 px

Orientation: Vertical

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

File size: Up to 30MB

Power of Metro Digisize



GUIDELINES

• The screens are divided into Single (not synchronized), 2-, 3- and 5-group.

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. The distance between 2-group varies

• 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.)

2-screen groups: 2_1 and 2_2 (viewed from left to right
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)

• Example:
Advertiser_ w11_Singel_A
Advertiser_ w22_ 5_1

Sync Groups

There is a total of 11 sync groups

Station	2-group	3-group	5-group
Hötorget	2		
Fridhemsplan		1	
Gullmarsplan	1		
Rådmansgatan		1	
St Eriksplan		1	
Skanstull		1	
T-Centralen	1		1
Östermalm-storg		2	

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- Do not use print ads or existing TV commercials. They need to be adapted or redesigned.
- Moving content must be specially developed for vertical 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 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.

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

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