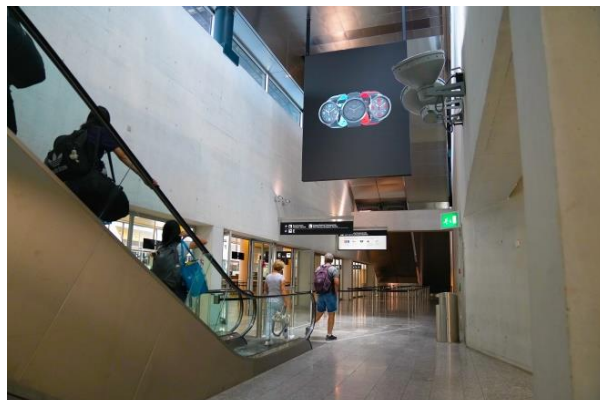


Basic information

- The digital screens are broadcasting still pictures («static») or spots («full-motion video»).
- Choose your preferred spot length:
 - 10 seconds
 - 15 seconds
 - 20 seconds
 - 30 seconds
 - 40 seconds
 - 60 seconds
 - 120 seconds



Spot

eBoards allow the following creative implementations:

1. Static

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

2. Full-motion video

The «full-motion video» is a self-contained spot. The following design guidelines apply:

- Smooth, slow animations and image changes
- No flickering or flashing

Specifications

	static	full-motion video
File format	JPEG	MP4, MOV
Video codecs	–	H.264/AVC (for MP4 + MOV) Apple ProRes HQ (for MOV)
Image width	1 344px	1 344 px
Image height	1 728 px	1 728 px
Aspect ratio	7:9 or 0.778:1	7:9 or 0.778:1
Resolution	72 dpi	–
Frame rate	–	CFR constantly 24/25/29.97/30/48/50/59.94/60 images per second
Frame type, encode mode	non-progressive	progressive
Color space/ profile	sRGB	YUV
Chroma	–	4:2:0 for H.264 and 4:2:2 for Apple ProRes
Color depth	24 bits, 8 bits per channel	24 bits, 8 bits per channel
Bitrate mode	–	CBR or VBR
Compression quality / Bitrates	best quality	best quality, as the video is rendered into broadcasting format
Language	according to language region	according to language region
Audio	–	no audio track
Spot length	–	according to booking, full seconds Max. tolerance in frames: - 0 frames, + 3 frames

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 provide a selection of possible production 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 these checks. It can be downloaded at 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

You can use the «MediaInfo» tool for this check. It can be downloaded at 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

Delivery

Please upload your digital advertising media to <http://www.apgsga.ch/myapg> **no later than 15 working days prior to the first broadcast.**