

**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**

	<b>static</b>	<b>full-motion video</b>
<b>File format</b>	<b>JPEG</b>	<b>MP4, MOV</b>
<b>Video codecs</b>	–	<b>H.264/AVC (for MP4 + MOV)</b> <b>Apple ProRes HQ (for MOV)</b>
<b>Image width</b>	<b>1 920 px</b>	<b>1 920 px</b>
<b>Image height</b>	<b>648 px</b>	<b>648 px</b>
<b>Aspect ratio</b>	80:27 or 2.963:1	80:27 or 2.963:1
<b>Resolution</b>	<b>72 dpi</b>	–
<b>Frame rate</b>	–	CFR constantly 24/25/29.97/30/48/50/59.94/60 images per second
<b>Frame type, encode mode</b>	<b>non-progressive</b>	<b>progressive</b>
<b>Color space/ profile</b>	<b>sRGB</b>	<b>YUV</b>
<b>Chroma</b>	–	<b>4:2:0 for H.264 and</b> <b>4:2:2 for Apple ProRes</b>
<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>	<b>best quality</b>	<b>best quality, as the video is rendered into broadcasting format</b>
<b>Language</b>	according to language region	according to language region
<b>Audio</b>	–	–
<b>Spot length</b>	–	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](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**

You can use the «MediaInfo» tool for this check. 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 <http://www.apgsga.ch/myapg> **no later than 15 working days prior to the first broadcast.**