

Requirements

Digital City Light Poster

Moving image delivery:

Aspect ratio:	9:16	
Min. resolution:	1,080 px x 1,920 px	
Max. resolution:	2,160 px x 3,840 px	
Video container:	mp4	
Codec:	h.264	
Field sequence:	progressive	
Data rate HD:	8 Mbit/s Minimum	15 Mbit/s Maximum
Data rate UHD:	20 Mbit/s Minimum	35 Mbit/s Maximum
Frame refresh rate:	25 fps / 25Hz	
Length:	10 sec. / slot	

Still image delivery:

Aspect ratio:	9:16
Min. resolution:	1,080 px x 1,920 px
Max. resolution:	2,160 px x 3,840 px
File format:	jpeg (RGB) / low compression

Data delivery:

Name:	CW_Client_Grid_Medium E.g.: CW21_visitBerlin_DigitalCityLightPoster
Delivery period:	4 working days before sending date at the latest
Delivery:	via e-mail (up to max. 15 MB) Upload FBB-Server (link provided on request)