

# Requirements

## Digital Plaza

### **Moving image delivery:**

|                     |                     |                   |
|---------------------|---------------------|-------------------|
| Aspect ratio:       | 16:9                |                   |
| Min. resolution:    | 1,920 px x 1,080 px |                   |
| Max. resolution:    | 3,840 px x 2,160 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      |                   |

55" screens: the resolution of the broadcast is 3,840 x 2,160 px / 25Hz, i.e. the videos should be delivered at least in Full HD. Data sets are converted to UHD.

### **Still image delivery:**

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

### **Data delivery:**

|                  |   |
|------------------|---|
| Name:            | CW_Client_Grid_Medium<br>E.g.: CW21_visitBerlin_DigitalPlaza                  |
| Delivery period: | 4 working days before sending date at the latest                              |
| Delivery:        | via e-mail (up to max. 15 MB)<br>Upload FBB-Server (link provided on request) |