

TECHNICAL SPECIFICATION

DIGITAL SCREENS IN SHOPPING CENTRES (65" screens)

Artwork Requirements:

Resolution: Full HD 1080 px (width) x 1920 px (height), progressive

Orientation: portrait with aspect ratio 9x16

Spot length: exactly 10 seconds

Colour space: RGB

Supported static files: recommended JPEG (72-150 dpi);
PNG, BMP

Supported video files: recommended container format: Mp4,
codec: H.264, bitrate constant: 25Mbps, CBR;
WMV, bitrate: 10Mbps Constant (CBR);
MPEG2, MOV, AVI

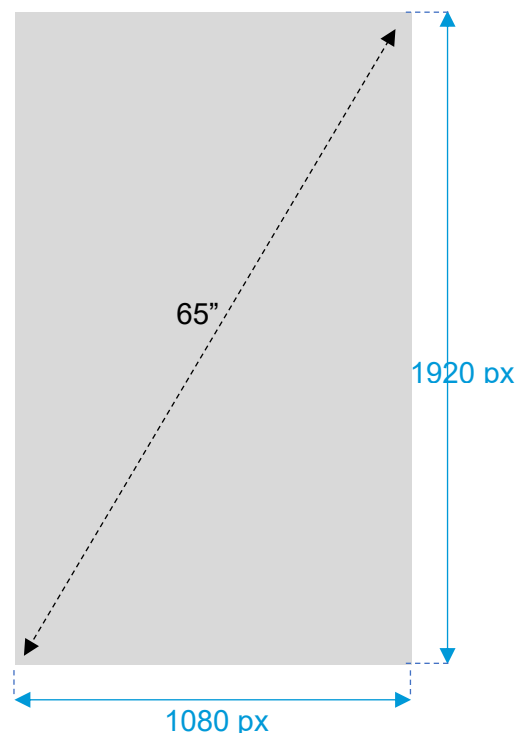
Number frames per second: 25/s

File Size: not larger than 30 MB

Background: advertisement cannot have a transparent background

If Full HD material is not available, it is possible to broadcast an advertisement in the 9 x 16 format and dimensions of 768 x 1366 px or 720 x 1280 px, with resulting lower picture quality.

*Other formats may be broadcast after prior verification in Clear Channel Poland



Quick Tips for Advertising Content:

- Avoid details and keep the information to minimum.
- Think content from the different point of view than other media.
- Use vivid, large images.
- Make sure that the image is clear and has a good contrast.
- Even the smallest movement attracts more than static images.
- Avoid using too small fonts and pictures because objects that are too small are not seen far enough.
- The material should not include ultra-promotional and pro-sales content for advertising discount offers.
- The material may contain information on prices and discounts, provided that the pro-sales element (e.g. "From PLN 10.99", "Up to 70% discount") covers less than 30% of the entire screen area.
- Broadcasting of each advertisement must be approved by shopping centre managers.

File transfer:

Materials for broadcasting should be sent to ftp. The login details will be provided by Clear Channel representative.

Please describe the files according to specification:

Campaign Date_Customer_Theme_Name of the shopping mall

Deadline for delivery of files for display:

5 business days prior to campaign start.