

Basic information

- The advertising carriers are broadcasting still pictures («static») or spots («full-motion video» or «limited animation»).
- Each advertising carrier is assigned to a product network. Each product network plays the content synchronously.
- You will find site plans of all the networks on the [calculator](#).
- The spot length is set according to the booking.

Spot

ePanels allow the following creative implementations:

1. Static

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

2. Limited animation

The «limited animation» consists of a calm background with animated elements.

Especially for the sites of the City ePanel in Basel, Biel, Chur, Lugano und Winterthur, there are defined design specifications that only allow a still picture with slight animation. [Here you will find a useful tutorial](#) of what a still picture with slight animation may look like.

A) Specifications for overall picture or background

- Number of changes of overall picture or background: max. 2 changes with at least 5 seconds freeze frame in-between
- Background: Must be designed in the same style in case of a change
- Still picture: Slowly zoomed or slowly panned possible

B) Specifications for animated elements (animation)

- Number of individual animations: max. 5 per 10 seconds of broadcasting time
- The area of each animation can make up no more than 1/3 of the screen.
- A single animation lasts 2 seconds.
- The temporal distribution of the animation must be even.
- An animation may consist of:
 1. incoming or outgoing elements
 2. moving elements that are already in the visible range
 3. elements that are faded in or out.

A + B may be combined

Background changes are cumulated with the animations. Therefore, a maximum of 2 background changes + 3 animations or 1 background change + 4 animations is possible.

3. Full-motion video

The «full-motion video» is a self-contained spot.

Specifications

	Static	Limited animation & full-motion video
File format	JPEG	MP4, MOV
Video codecs	--	H.264/AVC for MP4 + MOV / Apple ProRes HQ for MOV
Image width	1 080 pixels	1 080 pixels
Image height	1 920 pixels	1 920 pixels
Aspect ratio	9:16	9:16
Resolution	72 dpi	--
Frame rate	--	constantly 25 or 50 images per second max. tolerance of frames: - 0 frames, + 3 frames
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	according to booking

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 let you know a selection of possible 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 this check. 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 & limited animation

You can use the «MediaInfo» tool for these checks. 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:

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Delivery

Please upload your digital advertising media to www.apgsga.ch/myapg **no later than 5 working days prior to the first broadcast.**