

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).

Specifically for the City ePanel Zürich location, defined design guidelines apply, which only allow a still image with a 15 second freeze frame.

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, Fribourg, Lugano and 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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E-Mail: logistik.digital@apgsga.ch

Delivery

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