



Digital Production Specifications

Cross Track Projection (XTP)

This document sets out guidelines that will help with initial concept development, understanding of approval process and general rules of best practice for XTP.

1.0 The screen size

The XTP system is a High Definition Digital Light Processing (DLP) Projector, which digitally projects images over the track and displays on to large format vinyl sites on the platform walls. The size projected is approx. 2.m high x 3.7m wide.

1.1 The Ad / Loop length

All the screens run a maximum loop of 120 seconds, with 20 second spots, each loop will therefore carry up to 6 different spots / ads. Every 120 seconds the loop continues to repeat itself.

1.2 The Content

The system runs full motion video to HD quality, animation, graphics etc. The only requirement is that there is a hold on the end of the files for a minimum 2 seconds. For examples, if you are displaying video footage instead of freezing on the film, we recommended that you run film for maximum of 18 seconds and display an end frame across all the screens during the last 2 seconds. This helps define your ad coming to an end before displaying the next advertiser, examples of this are available. The creative must be purely visual as the Digital screen network does not feature any sound capabilities.

If a train enters the platform during the play out of an ad the projector shuts down. Once the train leaves the platform the interrupted ad will restart from the beginning, ensuring a full play out.

1.3 London Underground Approval

All creative work is subject to approval by London Underground (LU). LU will reject any creative work which, in their view, compromises the safety of passengers, e.g. Disorientating imagery should be avoided. In addition all content must conform to the Guidelines for the Acceptance of Copy on the London Underground. The full guidelines can be accessed online; we strongly recommend you review these fully before entering in to production:

<http://www.cbsoutdoor.co.uk/web/Campaign-support/Copy-Approval.htm>

Please ensure that concepts are delivered as per the deadlines on this document for LU approval. CBS Outdoor will not accept liability for any cost incurred to reproduce creative work rejected by LU.

1.4 Creative Opportunity

Our objective is to help you maximise the creative opportunity. There are two main ways of using the format:

- a. Creating a single file (video / animation) which displays the same content each time the loop plays.
- b. Creating multiple files which are scheduled to play in several ways; e.g.
 - Every time the loop changes, maximum every 120 seconds
 - By day part, so specific messages for the morning, day and evening
 - By day of week and even by location

In all cases the solution is totally dependant on the campaign; objectives, art work, assets, time frame and budget, you could even run 2 X10" files in each loop. If you do want to take advantage of scheduling capabilities and run multiple files it is important that we confirm these requirements in advance to ensure we can accommodate them. If you exceed 12 files per campaign you may incur scheduling costs.

Examples of all campaigns are available.

1.5 Creative Consultancy

Across all our formats we always suggest a meeting to go through storyboards and concepts for brainstorming or approval, run through creative case studies and highlight examples of good and bad executions. Additionally we also have a production facility and can produce the final files for you.

It is highly recommended that concepts are reviewed with us before they have been signed off by the client. This will allow us to provide guidance on concept development, production process, LU approval and prevent clients signing off ideas that can't run anyway.

However, with this format specifically a meeting or conference call to discuss the content is required. This is also a great opportunity to talk through the specific considerations when designing for an underground environment. For example, in a lit environment like a tube platform where a projection system will display the colour and contrast of the content in a unique way; dark coloured film can look washed out; however dark animation will work with a certain contrast of colours. With all colours it is important to edit the contrast (e.g. over-saturate by 20%) to ensure the content appears as desired on the projected system.

A testing facility is available for this.

1.6 The Spec

All XTP files will be processed by CBSO's delivery team and must be supplied in accordance to each of the following points;

- Resolution of 1280 x 720
- 16:9 aspect ratio
- QuickTime file format (.mov)
- Using either of the following video codecs:
 - Animation*
 - Uncompressed 8-bit 4:2:2*
- File size no larger than 2GB
- Containing a silent digital audio stream at 48KHz (2 Channel)

1.7 Action and Title Safe

Though all our screens display the full image, we advise using standard action and title safe for the screens so that all images and text are clear for viewing.

Action safe - 10%
Title Safe - 20%

1.8 Delivery details, Critical Deadlines and Terms of Booking

- FIRST DRAFT – WIP or even a static storyboard is required for approval 14 days before the campaign in-charge / live date
- FINAL FILES – delivered to spec, will be required 7 days before the campaign in-charge / live date

These are the standard deadlines and must be considered as the very latest date on ALL campaigns across our digital network unless otherwise agreed by our Creative Comms team. Digital is a flexible medium and our delivery team at CBS Outdoor will always do their best to accommodate special requests, however we CANNOT guarantee the in-charge / live date of a campaign if the delivery deadlines are not met.

For any further information on any of the above or to arrange a meeting, please contact:

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