

Digital Production Specifications

Digital Escalator Panels (DEP's)



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

1.0 The screen size

The DEP's are 23" High Definition LCD TV screens, with an aspect ratio of 16:9 installed on their side, which is why they appear portrait. (9:16).

1.1 The Ad / Loop length

All the screens run a maximum loop of 90 seconds, with 10 second spots or multiples thereof, each loop will therefore carry up to 9 different spots / ads. Every 90 the loop continues to repeat itself.

1.2 The Content

The screens can display all types of HD content; for example, film, animation and graphics. The only requirement is that there is a hold during the end of the ad for a minimum of 1 second, recommended 2 seconds. For example, if you are displaying video footage instead of freezing on the film, we recommended that you run film for 8 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.

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 three main ways of using the format:

a. Creating a single file (video / animation) which displays the same content simultaneously on all screens, and each time the loop plays (e.g. 3 Mobile, English National Ballet, Honda).

b. Creating multiple files which are scheduled to play next to each other, creating a visual story from screen to screen, these can visually link (e.g. Rocky) or just play separate films next to each other (e.g. Shelter).

c. You can also create a series of files which are scheduled to play in several ways; e.g.

- Every time the loop changes, maximum every 90 second loop
- 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. If you do want to take advantage of scheduling capabilities and run a series of 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.

Additionally this is a great opportunity to talk through the specific considerations when designing for a portrait screen with no audio in an underground environment. For example, on escalators where consumers travel past the screens at an angle and view a series of different ads per journey up or down.

1.6 The Spec

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

- Resolution of 720 x 1280
- 9:16 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)
- Once completed DEP files must be rotated 90 degrees clockwise

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:

George Delius - Creative and Development Manager

E: george.delius@cbsoutdoor.co.uk

T: 020 7428 3580

M: 07980 293 120

For delivery of all creative please contact a member of our Delivery team:

E: digital.delivery@cbsoutdoor.co.uk

T: 020 7428 5543 / 020 7428 2858