

ARTWORK SPECIFICATIONS

JCDecaux SMARTFRAME (DIGITAL CITYLIGHT)

Video output: (Southern Cross Station & Brisbane rail stations)

Accepted bitmaps:	jpeg, png8, png24
Accepted videos:	MOV(.mov), MPEG-2 (.ts), MPEG-4 (.mp4)
Audio:	None
Max file size:	30mb
Duration:	10 seconds
Encoding:	Video Codec: H264 or AVC or MPEG-4 Part 10 Profile: Main Profile Profile Level: 4.2 Maximum Max. Bit rate: 26 Mbps Ref Frame: 2, 4 (8 maximum) Encoding: 2 pass recommended Chromatic Subsample: 4:2:0 Colour Depth: 8 bits Image Type: Progressive CABAC: Recommended Variable Frame Rate: None Subtitles: None

Static digital output: (Sydney, Brisbane, Melbourne & Perth roadside)

Accepted bitmaps:	jpeg, png8, png24
Max file size:	6mb
Resolution:	1080px (w) x 1920px (h)

Artwork Checklist:

Please supply content at the correct aspect ratio to avoid distortion or letterboxing.

Files are required to be named in the following format:
CampaignName_DigitalCitylight_LiveDate YYYY_MM_DD

Media files must be received by au_digital@jcdecaux.com
at least one week prior to campaign start date.

All brewed or distilled alcohol artwork must be approved
by the ABAC - follow their instructions online.

