

DIGITAL CITYLIGHTS

ARTWORK SPECIFICATIONS

STATIC DIGITAL OUTPUT: (SYDNEY, BRISBANE & PERTH ROADSIDE)

ACCEPTED BITMAPS	JPEG, PNG8, PNG24
MAX FILE SIZE	6mb
DURATION	10 seconds
RESOLUTION	1080px (w) x 1920px (h) [min requirement] 2160px (w) x 3840px (h) [max]

VIDEO OUTPUT: (SOUTHERN CROSS STATION & BRIS 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

ARTWORK CHECKLIST:

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

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.

