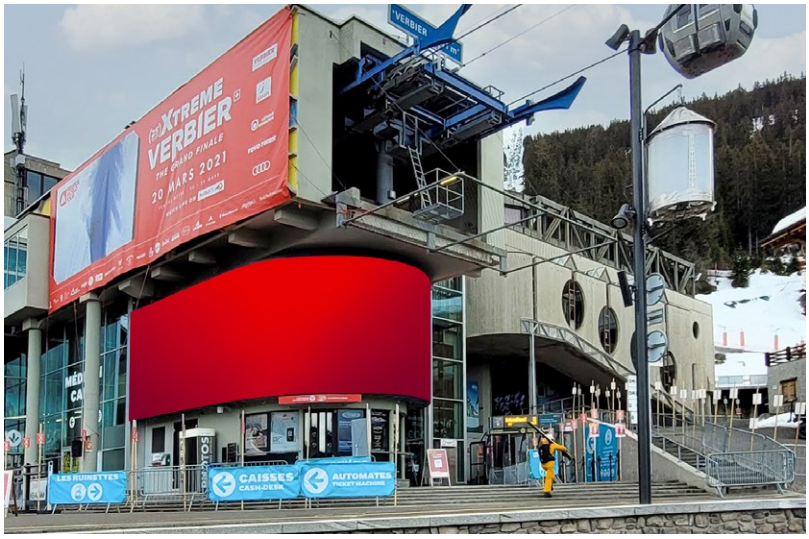
APG | SGA
Out of Home Media

Production guidelines for digital advertising media
Mountain BigDisplay



Checking the digital advertising medium
Before delivering the digital advertising medium, please check it against our specifications. **Faulty data cannot be broadcast and will be rejected.**

Static
The "XnView" tool can be used for these checks; it can be downloaded at xnview.com. Open the JPEG file of your still picture in the tool and, using the "View" icon or key combination "Ctrl+Enter", check if the properties listed on the right-hand side are correct.

Video check
The "MediaInfo" tool can be used for these checks; it can be downloaded at mediaarea.net. Open the "MediaInfo" tool in HTML view and then check your file. The spot must correspond to the length of the reserved booking.

Basic information about the advertising medium

The following spot types can be displayed:
– **Static** – only still images possible
– **Limited-animation** – static content is also possible
– **Full-Motion Video** – static and limited content is also possible

The type of spot can be seen on your order confirmation.
– The production details are listed below (table).
– Location information for all networks is available here:
www.apgsga.ch/productfinder

Explanations on the production of "limited animation" videos
(spot lightly animated)

A) Overall image or background
– Number of overall image or background changes:
A maximum of 2 changes, with at least 5 seconds display time in between
– Background: Should be constructed in the same style for any changes
– Still image: Slowly zoomed or slowly panned possible

B) Moving elements (animation)
– Number of individual animations: maximum 5 per 10 seconds of broadcast time
– The area of the individual animation must not exceed 1/3 of the screen area
– A single animation lasts 2 seconds
– Animations must be evenly distributed over time
– An animation may consist of:
1. incoming or outgoing elements
2. moving elements that are already in the visible area
3. elements which are faded in or out

A + B can be combined
Background changes are cumulated to the animations. Therefore a maximum of 2 background changes + 3 animations or 1 background change + 4 animations are possible

Under this link you will find a tutorial for advertising media with "Limited Animation".

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Advertising medium type (spot type)	**Static** classic still image (without movement)	**Limited animation** self-contained spot from a calm background (still image) with slightly moving elements **Full-motion video** self-contained spot
File format	JPG	MP4, MOV
Video codecs	–	H.264/AVC (for MP4 + MOV), Apple ProRes HQ (für MOV)
Image format	4960 × 1080 px (Horizontal format)	4960 × 1080 px (Horizontal format)
Image aspect ratio	124:27 or 1:0.218	124:27 or 1:0.218
Resolution	72 dpi	–
Image frequency	–	constant 25 or 50 frames per second, tolerance in frames: - 0 frames, + 3 frames
Frame-type, encode mode	non-progressive	progressive
Colour space/profile	sRGB	YUV
Chroma	–	4:2:0 for H.264 and 4:2:2 for Apple ProRes
Colour depth	24 bits, 8 bits per channel	24 bits, 8 bits per channel
Bit rate mode		CBR or VBR
Language	According to the language region	According to the language region
Audio	–	Without audio track
Spot length	**–**	**Exact spot length according to booking**

Delivery

To ensure a punctual start to your campaign, upload your digital advertising media at the latest 5 working days before the start of broadcasting: www.apgsga.ch/myapg or use the upload link on the digital sales documents.

Do you have any questions?

Do not hesitate to contact us for further information
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