

Digital Production Specifications

London Underground Digiwall D6s



DigiWalls are unique creative canvases that allow you to combine poster sites, wall space and digital screens to create an unmissable advertising opportunity.

For each campaign a client is required to supply two artwork elements: one for print and one for digital content.

For print, please refer to the template and production pack supplied. For the digital content, please see below for further guidelines. All Digiwalls contain one or more High Definition portrait D6s screens embedded within them. Although there are many different DigiWall locations and layout options available, the production spec for the screens remains the same across all sites.

! Delivery Deadlines

CONCEPT APPROVAL: 10 working days before the campaign live date

FINAL FILES: 5 working days before the campaign live date

We cannot guarantee the live date of a campaign if the delivery deadlines are not met

! Compliance

All artwork is subject to approval by ExterionMedia and TfL. The full guidelines can be accessed on www.exterionmedia.co.uk/copyapproval. We strongly recommend you review these fully before commencing production.

If your ad contains flashing images, please take the flicker test at: www.onlineflashtest.com

The test costs of £60 per file (inc. VAT). The cost needs to be covered by the client. The test is not compulsory for static files.

! Additional File Delivery & Scheduling

Copy allowance: up to 5 files every 2 weeks, without incurring additional charges

Additional files: £100 net per file

Out of office hours scheduling: Mon-Fri £300. Sat-Sun: £500

✓ Need to Know

Video: Full motion animation

Sound: No

Advertisers have the entire loop meaning there are no set spot lengths

Important: DigiWalls are located in areas of relatively short dwell time; therefore, content must be something viewers can dip in and out of as they pass by (the average dwell time is 5 seconds). Due to the high frequency that these sites get viewed we recommend producing multiple spots and varied content to keep the creative fresh throughout the live period.

✓ Delivery Checklist

Resolution: 1920 x 1080

Aspect ratio: 16:9

Frames per second: 25

File size: No larger than 2 GB

Once completed files must be rotated 90 degrees anti-clockwise as shown right

Supported formats: .mp4 /JPEG (.jpg)



✓ Creative Opportunity

There are three main ways of using the format:

1. Creating a single video file, which displays the same content each time the loop plays.
2. Creating multiple video files which are scheduled to play:
 - A different version every time the loop changes
 - By daypart (morning, afternoon and evening)
 - By day of the week
 - By location
3. Dynamic feeds that display live data.

🎬 Delivery and supply files

15 MB or less: EOCDigitalDelivery@exterionmedia.co.uk

Larger than 15 MB: Alternative file sharing system such as WeTransfer

🎬 Creative Consultancy

For guidance on concept development and execution or to discuss best practice, please contact

Digital Delivery team

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Art working

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