

# Digital Production Specifications

## TfL & National Rail D6s



High Definition portrait LCD screens located across TfL and National Rail stations.



### 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, TfL and the relevant UK Train Operator Companies. The full guidelines can be accessed on [www.exterionmedia.co.uk/copyapproval](http://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](http://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



### Delivery Checklist

Add length: 5 seconds in 30 second loop

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](mailto: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**

020 7482 3000

[EOCDigitalDelivery@exterionmedia.co.uk](mailto:EOCDigitalDelivery@exterionmedia.co.uk)

**Art working**

Marvin Hay - Head of Studio

07834 418202

[Marvin.Hay@exterionmedia.co.uk](mailto:Marvin.Hay@exterionmedia.co.uk)