

Digital Production Specifications

London Digital Buses LEDs



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.

Subtle motion acceptable (LEVEL 4):

- Sits between static and full motion digital - but closer to static than full motion. It is best to consider this as a static advert with some motion or changeable copy, rather than a slowed down full motion advert.
- Subtle motion animation exists for environments that cannot show full motion creative for regulatory reasons - e.g. roadside.
- Typically, 70% or more of the creative remains static and constant (Smaller elements of the creative can animate slowly, rather than large objects that take up most of the screen and can be distracting).
- Objects and text must fade in or change with a transition of no less than 1s.
- Any sudden movements or appearances of objects are not accepted.
- No flashes or visible changes in the creative.

Animation techniques

- Small logo animations
- Copyline fading into another copyline
- Gentle animation of an element (slight movement, slight zoom)
- Layering of two images within 10s (ie 5s of each and a fade transition)



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

Size & Dimensions: Active display area 3840 mm x576 mm

Video: Static and subtle motion animation – no live content capabilities

Sound: No



Delivery Checklist

Add length: 10 seconds in 60 second loop

Resolution: 640 x 96 pixels

Frames per second: 25

Supported formats: .AVI



Creative Opportunity

There are two main ways of using the format:

1. A single video file, which displays the same content each time the loop plays
2. Multiple video files which are scheduled to play:
 - By location/bus route



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

020 7482 3000

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Art working

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