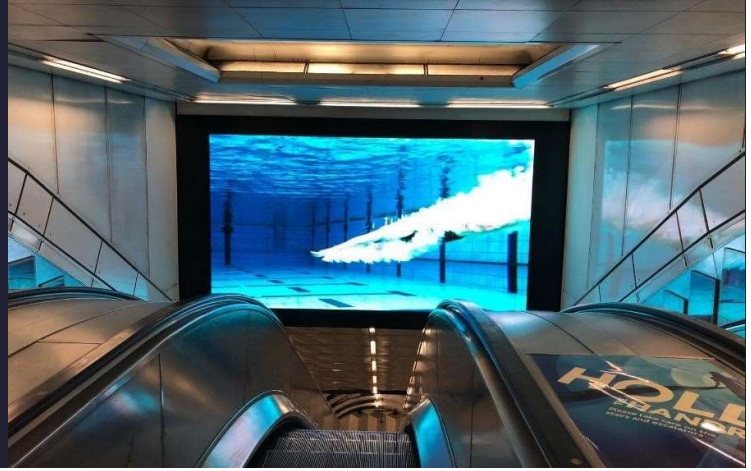


# Digital Production Specifications

## London Underground Digital Gateways



### 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



### Additional File Delivery & Scheduling

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

Additional files: £100 net per file

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



### Copy Approval

All artwork is subject to copy approval by ExterionMedia and Transport for London. The full guidelines can be accessed on [www.exterionmedia.co.uk/copy-approval](http://www.exterionmedia.co.uk/copy-approval). We strongly recommend you review these fully before commencing production.

It is compulsory that all motion video files are Hardig test assessed for luminance and flashing images. Please take the test at: [www.onlineflashtest.com](http://www.onlineflashtest.com)

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



### Need to Know

Orientation: Landscape

Video: Full motion animation

Sound: No



### Delivery Checklist

Add length: 10 seconds in 60 second loop

Frames per second: 25

File size: No larger than 2 GB

Supported formats: .mp4 /JPEG (.jpg)

Site	Mts Wide	Mts High	Sqm Total	Resolution	Aspect ratio
Bank	5.28	2.88	15.21	1100 x 600 p	11:06
Kings Cross	6.24	3.36	21	1300 x 700 p	13:07
Liverpool Street	4.32	2.4	10.37	900 x 500 p	09:05
London Bridge	6.24	3.36	21	1300 x 700 p	13:07
Waterloo	5.28	2.88	15.21	1100 x 600 p	11:06

### Double sided

Station name	Mts Wide	Mts High	Sqm Total	Resolution	Aspect ratio
Canary Wharf	7.2	4	28.8	864 x 480 p	9:5



### 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
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**

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