

Digital Production Specification



London Underground Ribbons



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 TfL. The full guidelines can be accessed on 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

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.



Vection Effect

Vection effect is a concern for passenger safety on escalators. To ensure the content is approved, please see a short description of vection below. Also included are video clips of content that is likely to induce vection, and therefore be refused.

Common sorts of vection include circular vection, where an observer is placed at the center of rotation of a large vertically-oriented rotating drum, usually painted with vertical stripes; linear vection, where an observer views a field that either approaches or recedes; and roll vection, where an observer views a patterned disk rotating around his or her line of sight. During circular vection, the observer feels like he is rotating, and the drum is stationary. During linear vection, the observer feels like he has moved forwards or backwards and the stimulus has stayed stationary. During roll vection, the observer feels like he has rotated around the line of sight and the disk has stayed stationary.

Types of video content which could cause vection effect links are below;

<https://www.youtube.com/watch?reload=9&v=WnPLW-0YRGA>

<https://www.youtube.com/watch?v=GiLZI-A2WsU>

<https://www.youtube.com/watch?v=laiQ0lg1qHQ>



Need to Know

Size & Dimensions: 42" (521.96 mm h x 927.94 mm w)

Orientation: Landscape screens placed at 30-degree angle on average

Video: Full motion animation

Sound: No



Delivery Checklist

Add length: 10 seconds in 90 second loop

Resolution: 1920 x 1080 pixels

Aspect ratio: 16:9

Frames per second: 25

File size: No larger than 2 GB

Supported formats: .mp4 / JPEG (.jpg)



Creative Guidelines

The HD screens can be used independently with different content on each screen or as one continuous creative. For more alternatives please refer to creative guidelines on <http://www.exterionmedia.com/uk/our-products/production-library/>

A single or multiple video file displays the same content each time the loop plays.



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

EOCDigitalDelivery@exterionmedia.co.uk

Artwork Creation/Adaptation

Marvin Hay - Head of Studio

07834 418202

Marvin.Hay@exterionmedia.co.uk

LU Ribbons			
Station	TfL Escalators No.	No. of screens per side	Total screens per run
Kings Cross St Pancras	16 & 19	15	30
Oxford Circus	4 & 5	32	64
Piccadilly Circus	7 & 8	15	30
Tottenham Court Road	3 & 5	25	50
Waterloo	9 & 11	23	46

LU Ribbons Coming soon			
Station	TfL Escalators No.	No. of screens per side	Total screens per run
London Bridge	8 & 9	35	70
Bank	1 & 3	19	38
Euston	5 & 6	15	30

IMPORTANT:

Please treat these asset numbers with caution as they may vary slightly.
Actual numbers will be confirmed once detailed design has been submitted.

Please be aware that the escalator direction can be changed at the TfL station manager's discretion to accommodate traffic flow. TfL is not obliged to inform of these changes.

The content may also not be in the direction of travel.