

# Digital Production Specifications

Digital Cross Track 48 sheets  
LU DX48s



DX48 is a 4.5m wide x 2.4m high (11m<sup>2</sup>) High Definition projection across the track on London Underground.



## 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](http://www.exterionmedia.co.uk/copyapproval). We strongly recommend you review these fully before commencing production

It is compulsory that all motion video files are Harding test assessed for luminance and flashing images. Please take the 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 Check list

Add length: 20 seconds in 120 second loop

Resolution: 1920 x 1200

Aspect ratio: 16:10

Frames per second: 25

File size: No larger than 2 GB

Supported formats: .mp4 or JPEG.



## 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**

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