

SPECIFICATIONS

Første etape gennem Amalienborg smager bare bedre med øl

Carlsberg

100% NORDIC PILSNER

PROBABLY THE BEST BEER IN THE WORLD

AFA Decaux

DIGITAL
MEDIA

AFA Decaux

DIGITAL NATIONAL

NETVÆRK	STILL	SLOW MOVING	FULL MOVING
Digital Copenhagen	X		
Digital Frederiksberg	X	X	
Digital Aalborg	X	X	
Digital Aarhus	X	X	
Digital Rail	X	X	X
Digital Mall	X	X	X

We recommend that moving is used to the extent possible.

EXAMPEL 01

When purchasing the Digital National network, you must as a minimum deliver one **STILL** and one **SLOW MOVING / FULL MOVING** creative.

EXAMPEL 02

When purchasing the Digital Mall network, all content types are possible, however, **only one type** must be delivered.

NETWORK AND OPPORTUNITIES

AFA Decaux’s digital media are subject to different restrictions, depending on network.

Therefore, we have made visible on the left, which networks can do what.

STILL

No animation.

SLOW MOVING

Visual elements and animations, that moves slowly.

FULL MOVING

Dynamic and fast moving visual elements and animations.

[See example here](#)

PARAMETER CONTROLLED COMMUNICATION

Is possible on all digital media.

PARAMETERS

- Temperature
- Weather
- UV index
- Time

External data solution

[See example here](#)

[Click here for further information](#)

STILL

STATIC CONTENT

FORMAT:	JPG, PNG
SIZE:	1080 px x 1920 px, Full screen, no black border
FILE SIZE:	Max. 30 MB
ROTATION:	Portrait
COLOUR:	RGB
RESOLUTION:	Min. 150 ppi
NO ANIMATION	



1080 PX

1920 PX

DEFINITION

Still creative without animation.

RESTRICTIONS

A creative must not resemble any traffic sign/signal nor contain symbols or pictograms that can resemble road marking.

A creative must not distract any motor vehicle or pedestrian through contrasting content or creative that represents any form of danger.

Should the City of Copenhagen decide that the above requirements have not been met, then a re-issue of the material will be required before further playouts can be delivered.

DELIVERY

Finished material is uploaded no later than 5 working days before the start of the campaign.

The files are to be named as follows:
"Order no._Advertiser_start date-end dato"
E.g. "50000_CocaCola_100825-170825"

The files are to be sent to digital@afadecaux.dk

If you have any queries, please contact
salgssupport@afadecaux.dk

SLOW MOVING

DYNAMIC CONTENT

FORMAT:	MP4, WMV
SIZE:	1080 px x 1920 px, Full screen, no black border
FILE SIZE:	Max. 30 MB
ROTATION:	Portrait
ENCODING:	H264
FRAME RATE:	25 FPS
BITRATE:	10-20 MBPS
NO AUDIO (SOUND)	
SPOT LENGTH:	10 seconds

SEE EXAMPLE HERE



1080 PX

1920 PX

DEFINITION

A 'slow moving' creative is characterized by action occurring at a slow and measured pace, often with long camera movements, minimal cutting

It is not related to the technical rendering speed (as in slow motion), but rather to the style and mood of the video.

Typical features of a slow moving video:

1. Long takes without frequent cuts.
2. Focus on detail: Images dwell on small details such as facial expressions, landscapes or products.
3. Low intensity: The action progresses at a calm pace without major fluctuations.

RESTRICTIONS

(Only for Rail/DSB)

Layout must not contain traffical signs or pictograms which can be confused with traffic marks. No sudden motions, flashes, or layout which represents danger.

Should DSB decide that the above requirements are not met, a new version of the material will be required before further proposal can be delivered. AFA Decaux nor DSB can not be held responsible for additional costs.

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FULL MOVING

DYNAMIC CONTENT

FORMAT:	MP4, WMV
SIZE:	1080 px x 1920 px, Full screen, no black border
FILE SIZE:	Max. 30 MB
ROTATION:	Portrait
ENCODING:	H264
FRAME RATE:	25 FPS
BITRATE:	10-20 MBPS
NO AUDIO (SOUND)	
SPOT LENGTH:	10 seconds



1920 PX

1080 PX

DEFINITION

Dynamic and fast moving visual elements and animations.

RESTRICTIONS

(Only for Rail/DSB)

Layout must not contain traffical signs or pictograms which can be confused with traffic marks. No sudden motions, flashes, or layout which represents danger.

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DIGITAL GUIDELINES

To ensure the success and smooth running of all digital campaigns, below are a series of simple guidelines to help. If you have any queries, please contact salgssupport@afadecaux.dk

DIGITAL MATERIAL

When you book a digital campaign at AFA Decaux, you have the option of running several campaign motifs. Please state the number of campaign motifs when booking your campaign – however, no later than 5 working days prior to the start of the campaign, where the files also must be available to AFA Decaux.

- You pay a fixed handling fee up to five campaign motifs for DKK 4,450.00. For each subsequent campaign motif, we charge DKK 995.00.
- If the material is delivered less than 5 working days prior to your campaign going live, we cannot guarantee that the campaign goes live on time. Later material delivery must always be agreed with sales support.
- Changing the material during the campaign period must be agreed with sales support and will be charged DKK 995.00 per campaign motive.
- Handling fees must be confirmed via email by media agency or advertising agency at least five working days prior to the start of the campaign.

LIVE AND DYNAMIC CAMPAIGNS WITH EKSTER FEEDS

Live and dynamic campaigns require considerable testing, moderation and compliance.

IMPORTANT

- All dynamic files require testing.
- All testing and material fees must be confirmed in writing.
- A minimum of 10 working days is required for testing dynamic campaigns.
- Dynamic campaigns must be communicated to AFA Decaux at least 4 weeks in advance.
- Standard material and scheduling requests must be communicated a minimum of 7 days before the campaign start or cannot be guaranteed to go live.