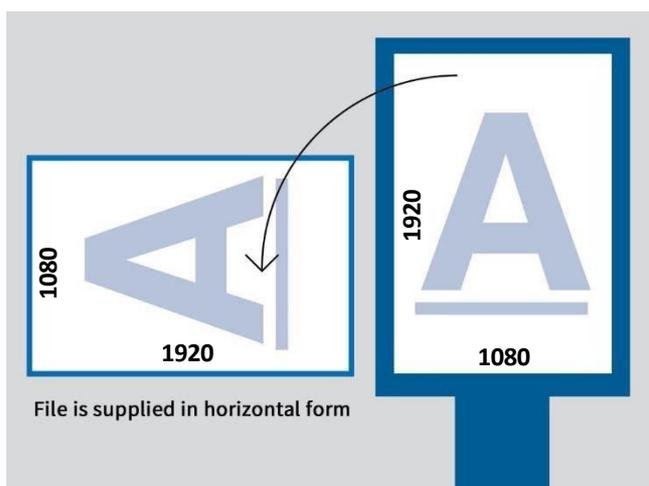


## Technical requirements for Video Commercials

### Digital Network

Out of Home  
Media

Algeria  
Angola  
Australia  
Austria  
Azerbaijan  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
**Latvia**  
Lithuania  
Luxembourg  
Madagascar  
Mexico  
Mongolia  
Nigeria  
Norway  
Oman  
Poland  
Portugal  
Qatar  
Russia  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Ukraine  
United Kingdom  
United States  
Uruguay  
Uzbekistan



**Video length:** 10sec

#### **Dimensions:**

Width: 1920 pixels x Height: 1080 pixels.

Advertising materials should be supplied in horizontal form (-90 degrees, see illustration above).

#### **Suitable graphical formats:**

JPEG, PNG with RGB colors encoding (PDF and GIF are not accepted).

#### **Suitable video formats:**

MPEG-4 / .mp4 (no audio), file not larger than 50MB, not less than 8000 kpbs,  
no more than 25000 kpbs.

Only slow, inaggressive, non-dazzling and non-blinding animation.

**Frames:** 25 frames per second.

#### **Guidelines for creating digital advertising content**

To ensure compliance with the laws and regulations and to avoid being suspended or banned by the municipality, please observe the following rules when creating digital advertising materials:

##### 💡 Lighting effects

- The use of rapidly changing sudden or intense lighting effects is prohibited.
- Avoid fast framing, flickering, flashes, excessive transition effects that may be interpreted as distracting or visually intrusive.
- Lighting effects should be visually calm and flowing.

This requirement is based on the Riga City Council Binding Regulation No RD-23-201-sn of 31 May 2023.

**Print files should be sent to the campaign project manager or to [lv.files@jcdecaux.com](mailto:lv.files@jcdecaux.com)**

Any questions?

[info@jcdecaux.lv](mailto:info@jcdecaux.lv)

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