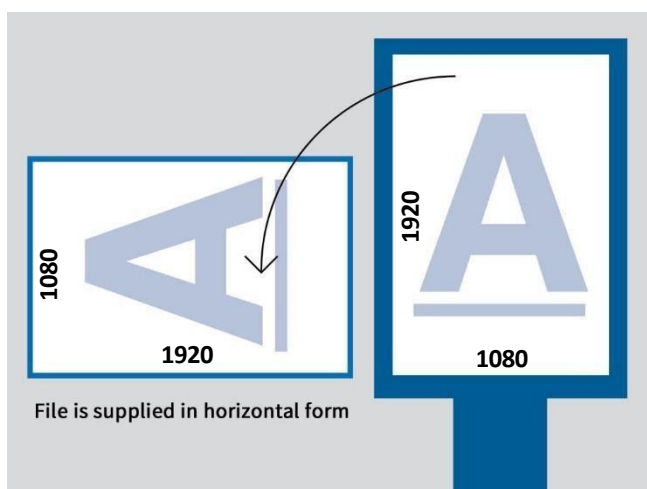


Technical requirements for Video Commercials

Digital Network



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

Any questions?

info@jcdecaux.lv

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