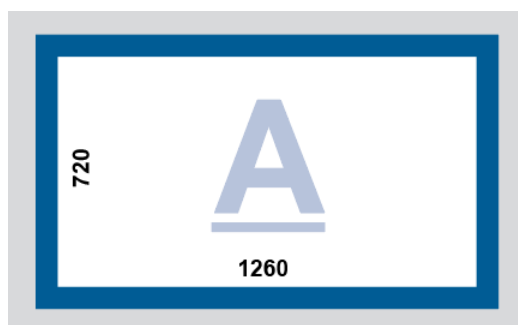


Technical requirements for Video Commercials Digital Network

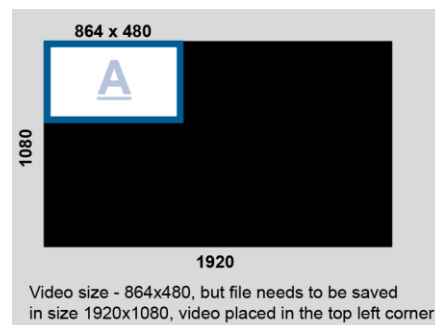
Digital Billboard

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



Address: Brīvības iela 185;
A.Čaka iela 151



Address: Eksporta iela 3A;
Juglas iela 103
A.Deglava iela

Video length:

10 sec

Frames:

60 frames per second

Dimensions:

Width: 1260 px x Height: 720 px	<u>Video</u>
	Width: 864 px x Height: 480 px
	<u>Submission file</u>
	Width: 1920 px x Height: 1080 px

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.

Resolution:

1260 x 720	1920 x 1080
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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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www.jcdecaux.lv

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