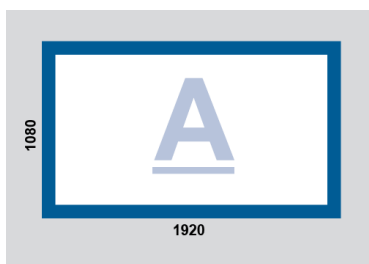


## Technical requirements for Video Commercials Digital Network

### Out of Home Media

Angola  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Eswatini  
Finland  
France  
Gabon  
Germany  
Guatemala  
Hungary  
Honduras  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Peru  
Poland  
Portugal  
Qatar  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

### Digital Billboard



**Adress:** Brīvības iela 185, A.Čaka iela 151,  
Eksporta iela 3A, A. Deglava iela, Juglas iela 103

**Video length:** 10 seconds

**Frames:** 60 frames per second

**Dimensions:** 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.

### **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)

JCDecaux Latvija SIA  
Reģ. Nr. 40003310198  
Krišjāņa Valdemāra iela 9-3, Rīga, LV-1010, Latvija  
T. +371 68206777  
[www.jcdecaux.lv](http://www.jcdecaux.lv)  
[lv.info@jcdecaux.com](mailto:lv.info@jcdecaux.com)  
A/S Swedbank, konts LV28HABA0001408032805, kods HABALV22