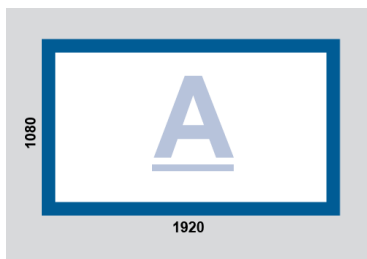


Out of Home Media

Technical requirements for Video Commercials Digital Network

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

Any questions? info@jcdecaux.lv

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Finland
France
Gabon
Germany
Guatemala
Hungary
Honduras
India
Ireland
Israel
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