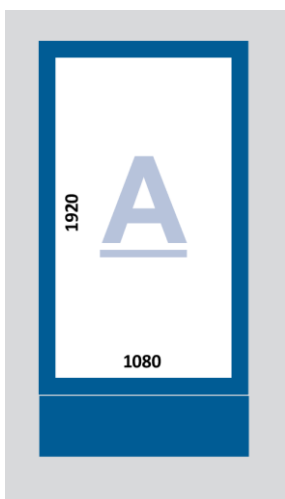


Out of Home Media

Angola
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Austria
Azerbaijan
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
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
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
Zambia
Zimbabwe

Technical requirements for Video Commercials

Digital Network



Dimensions:

Width: 1080 pixels x Height: 1920 pixels.

Video length: 10 sec

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

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Germany
Guatemala
Hungary
Honduras
India
Ireland
Israel
Italy
Ivory Coast
Japan
Kazakhstan
Korea
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
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
Zambia
Zimbabwe

- 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