

MVISION

	ANIMATED CONTENT (recommended)	STATIC CONTENT
FORMAT:	QuickTime, MOV, MP4	JPEG, PNG
SIZE:	1536 (w) x 2716 (h) pixels	1536 (w) x 2716 (h) pixels
ORIENTATION:	Portrait	Portrait
SLOT LENGTH:	10 seconds*	N/A
FILE SIZE:	max 100MB	max 10MB
ENCODING:	H264	N/A
FRAME RATE:	25 fps	N/A
DATA RATE:	max 24 mbits/second	N/A
SCREEN ASPECT RATIO:	9:16	9:16
COLOUR MODEL:	RGB	RGB
RESOLUTION:	150dpi	150dpi

* 2 second hold on end frame recommended

CONTENT CREATION

Pre-supplied creative is scheduled onto the network before campaign launch.
Additional scheduling after launch may incur extra scheduling costs.

Intelligent dynamic campaigns (e.g.: day part/reactive copy) may incur additional fees, net of media, to accommodate pre-launch testing and network optimisation. Please contact us for more information.

All content must conform to current statutory controls and industry (OMA/ASAI) codes.
Prohibitions may apply within the retail environment.

ARTWORK NEEDS TO BE SUPPLIED A MINIMUM OF 5 DAYS IN ADVANCE OF START OF CYCLE

SUBMIT ARTWORK TO: digital-delivery@jcdecaux.ie (files up to 10MB in size).

We accept larger files via WeTransfer, Hightail, Dropbox and other cloud services.