

DOOH-Cinema – Production instruction

The DOOH Cinema Screens of a cinema centre are to be viewed as a closed system.

The spots/still images on both image formats are broadcast as landscape and portrait depending on the cinema centre.

It is important to note that both formats must be delivered in accordance with the technical specifications.



Technical specifications for data delivery

	Static	Video/Animation
File format	JPG, TIFF, PNG	MP4*
Video Code	-	H264
Framerate	-	25 fps (images per second)
Resolution Landscape	1920 x 1080	1920 x 1080
Resolution Portrait	1080 x 1920	1080 x 1920
Point density	72 dpi	72 dpi
Data rate	-	50-100 Mbit/s
Spot duration	Permanently defined by order confirmation	Permanently defined by order confirmation
Audio	-	No sound

Information

Image quality

Please select the maximum possible image quality when using a compressed file format.

File format

If the data cannot be delivered in accordance with the abovementioned specifications, conversion costs of CHF 120.00 per spot will be incurred.

Existing cinema spot

If a cinema spot has already been created in the form of a DCP, this format can be used to produce the DOOH-Cinema version.

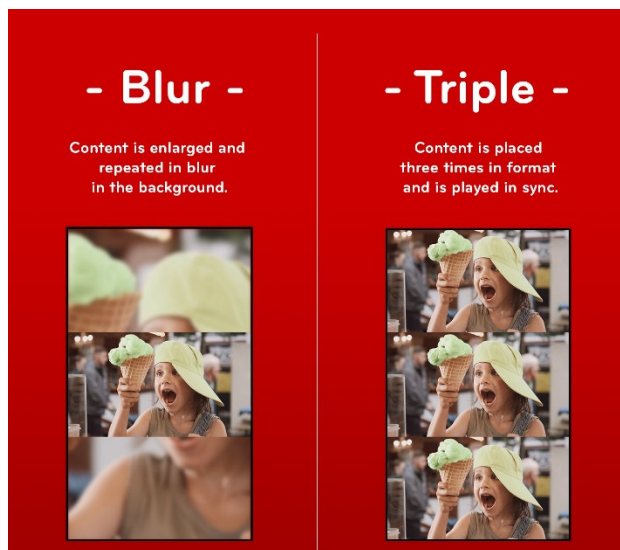
Format adjustment/costs

If possible, please deliver the production data in landscape and portrait format. Otherwise, the following format adjustment costs are incurred for the customer for the portrait format adjustment:

Creation of portrait and landscape format Blur: CHF 120.00 / Spot

Creation of portrait and landscape format Triple: CHF 120.00 / Spot

The listed prices are exclusive of value added tax.



Data delivery

Delivery date

The delivery of the broadcastable data in accordance with technical specifications takes **6 working days from the start of the campaign until 12.00 p.m. latest**. The upload must be completed before this point in time.

The delivery of more than two spots per language region results in a delivery deadline of 10 working days before campaign start. Please let us know the desired spot instructions in case of several spots.

If the data is not broadcastable, the broadcasting can be delayed accordingly.

Delivery of the data

Preparation of the data via the contact form available in our upload portal **<https://upload.weischer.net/contact>**.

Internet Explorer is not available for the use of the upload portal.

Contact address

content@weischer.net