

## ✓ Delivery Checklist

- Progressive video
- 10 seconds in length
- 576 x 1152
- 2:1 aspect ratio
- 25 frames per second
- 2GB max file size
- File format: MP4

## ✓ File Naming

Content files must be provided using this file naming convention.

***campaign\_design\_dxdtc1\_start date (ddmmyy)***

**Examples:** foodCo\_burger\_dxdtc1\_010621  
sportsCo\_trainers\_dxdtc1\_010521

## ✓ Need to Know

- Each advert is 10 seconds in length and plays within an 80 second loop.
- The Global digital network is a purely visual medium with no sound.
- Final content is displayed portrait on screen.



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## ✓ Creative Consultancy & Production

Our objective is to help you to maximise this creative opportunity. For guidance on concept development and execution or to arrange a meeting to discuss best practice please contact us. Global has a creative service that specialises in Digital Out-of-Home production and can create digital content from concept to final display ready files using your existing traditional advertising assets.

## ✓ Delivery Deadlines

Broadcast ready files must be received 1 week prior to standard in-charge date. Concept approval must be received 2 weeks prior to standard in-charge date. For dynamic campaigns a min of 3 week's notice period prior to the incharge date is required and we must receive test ready copy no less than 2 weeks before start of campaign so as to facilitate backend testing.

## ✓ Contact Details

Completed digital files should be sent to  
**[IECopyDigital@Global.com](mailto:IECopyDigital@Global.com)**

For further information on Global  
digital production specifications contact: