Production Specifications
dX
Whitewater

Delivery Checklist

- Progressive video
- 10 seconds in length
- 1344 x 1836
- 25 frames per second
- 2GB max file size
- File format: MP4



Whitewater DX

File Naming

Content files must be provided using this file naming convention.

campaign_design_dxwhitewater_start date (ddmmyy)

Examples: *foodCo_burger_dxwhitewater_010626*
sportsCo_trainers_dxwhitewater_010526

Need to Know

- Each advert is 10 seconds in length and plays within an 60 second loop.

- The Global digital network is a purely visual medium with no sound.

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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

For further information on Global
digital production specifications contact:

2026