

Digital Ribbons Spec

Digital Ribbons are a series of High Definition full motion landscape LCD screens that align against each other on both the left and right sides of a main escalator runs at 12 of Central London's busiest stations

Compliance & Approvals

All artwork is subject to approval and **is required 5 days before campaign live date.**
For more details on copy approval please visit: Copy Approval Policy
If your ad contains flashing images, please take the flicker test at: www.onlineflashtest.com

Artwork Production Spec

Resolution (per screen): 1920 x 1080 pixels
Frames per Second: 30
Advert/Slot Length: 10 seconds
Supported Format: mp4 or Jpeg
File Size: No larger than 15MB
File Name: campaign name_artwork resolution _creative live date
(no spaces only under scores e.g. Global_1080x1920_080825)

Elizabeth Line

Station	No. of Screens
Liverpool St West (Moorgate)	56 (28 per side) **Site: LIVE19&21**
Liverpool St East (Broadgate)	38 (19 per side) **Site: LIVE16&18**
Whitechapel	36 (18 per side)
Farringdon	46 (23 per side)
Tottenham Court Road	42 (21 per side) **Site: TCRE15&17**
Bond Street East	80 (40 per side) **Site: BONE11&13**
Bond Street West	14 (7 per side) **Site: BONE17&19**

London Underground

Station	No. of Screens
Tottenham Court Road	50 (25 per side) **Site: TCRE03&05**
London Bridge	70 (35 per side)
Bank	40 (20 per side)
Kings Cross	30 (15 per side)
Oxford Circus	64 (32 per side)
Euston	30 (15 per side)
Piccadilly Circus	30 (15 per side)
Waterloo	46 (23 per side)

Supplying Artwork

Final artwork should be supplied 5 days prior to the campaign live date
Please send artwork to Digitaldelivery@global.com
We cannot guarantee the live date of a campaign if the delivery deadlines are not met

Please see full delivery details and deadlines here: Digital Delivery Deadlines

Additional File Delivery & Scheduling

Copy allowance: up to 10 files can play in sequence both up and down the escalators.
Alternatively, a single sequence of files can be delivered, matching the number of panels per escalator.
Out of hours scheduling: Mon - Fri £300. Sat - Sun: £500
Please see the digital delivery processes & deadlines section of the website for more details: Global

Digital Delivery

For any artwork delivery or scheduling related questions,
please contact: **Digitaldelivery@global.com**

Creative Guidelines

Find our creative guidelines here: Creative Guidelines