

# EVOKE TV Digital Specifications

## Specifications:

### Animated Content - MPEG-4 Video

Media files should be sized to screen resolution 1280 pixels (w) x 720 pixels (h)

File format is MPEG-4/H.264 AVC at 20Mbps. To be supplied as .MP4 file.

Frame rate for all media is 25 as per PAL standard.

Duration is 15 seconds

### Static Content - JPEG

File format is JPEG saved with maximum quality settings to minimize compression

Media files should be sized to screen resolution 1280 pixels (w) x 720 pixels (h)

static content file will be displayed for 15 seconds.

**Audio - Most sites support audio - for further information please contact your client services representative**

Codec: AAC  
Bitrate: 16bit  
Sample rate: 48kHz  
Channels: Stereo  
Audio levels:  
Max True Peak (dBFS): -12  
LKFS: -24

### Animated Content Production Service

Supply us with the working files for your static artwork and we will produce a high-impact, professional animation ready for display on the oOh! Digital network. Please contact your Campaign Delivery Executive for information and costs.

### Digital Material Submission

Material is required 5 working days prior to the campaign start date

Files are to be a maximum of 21MB or less

All digital files should be delivered by email or if over 10mb you can contact us for details of our transfer service.

Delivery address - your Campaign Delivery Executive

### Questions? Need more information?

Please contact your Campaign Delivery Executive

