

Shopalive Digital Specifications

Specifications:

Animation - HD MPEG-4 Video

Media files should be sized to screen resolution 1080 pixels (w) x 1920 pixels (h). 9:16 Portrait format. 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 7 seconds.

Static Content - JPEG

JPEGs should be saved with maximum quality settings to minimize compression artefacts. Media files should be sized to screen resolution 1080 pixels (w) x 1920 pixels (h). 9:16 Portrait format. File format is JPEG. Files need to be saved at 72dpi. Each static content file will be displayed for 7 seconds.

Digital Material Submission

Material is required 1 week 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.

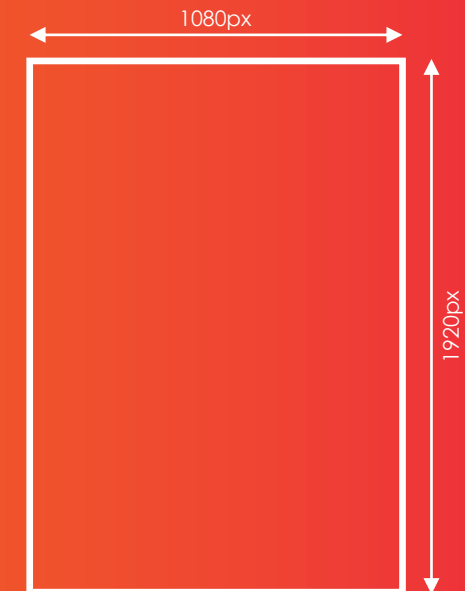
Animated Content Production Service

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 Business Manager for information and costs

Questions? Need more information?

For further details on how you can utilize our digital screens to get most out of your creative please look through our digital scheduling capabilities below

For any further questions please contact your Campaign Delivery Executive



DIGITAL SCHEDULING

Percentage splits

Percentage Splits

I would like to use multiple creatives

Our digital sites allow more than one creative to be scheduled across your booked slot


This means the panel will rotate through your submitted creatives each play through

Creatives can run on an even rotation or we can assign different weightings, allowing you to determine the share of voice each creative has

I.e. Creative 1 runs 80% of the time and Creative 2 runs 20% of the time

**If it's happening
this summer,
it's happening
on eBay.**

56,447
sunglasses searched



ebay

80% SOV

**If it's happening
this summer,
it's happening
on eBay.**

33,939
bluetooth speaker
searches



ebay

20% SOV

DIGITAL SCHEDULING

Day Parting

Day Parting

I have time specific creative

Whilst campaigns are booked in full days for the contracted date range

We can schedule creatives to only play during certain times of the day

Allowing you to tailor your messaging to specific times within your booking period

For example a breakfast creative can be scheduled until 11am followed by a lunch creative



12am – 12pm



12pm – 12am

DIGITAL SCHEDULING

Extended Creative Duration

Extended Creative Duration

I want my creative to run longer

If you would like your creative to run longer than the allotted slot duration we can schedule a double length creative to run once every two loops

Static Digital Creatives

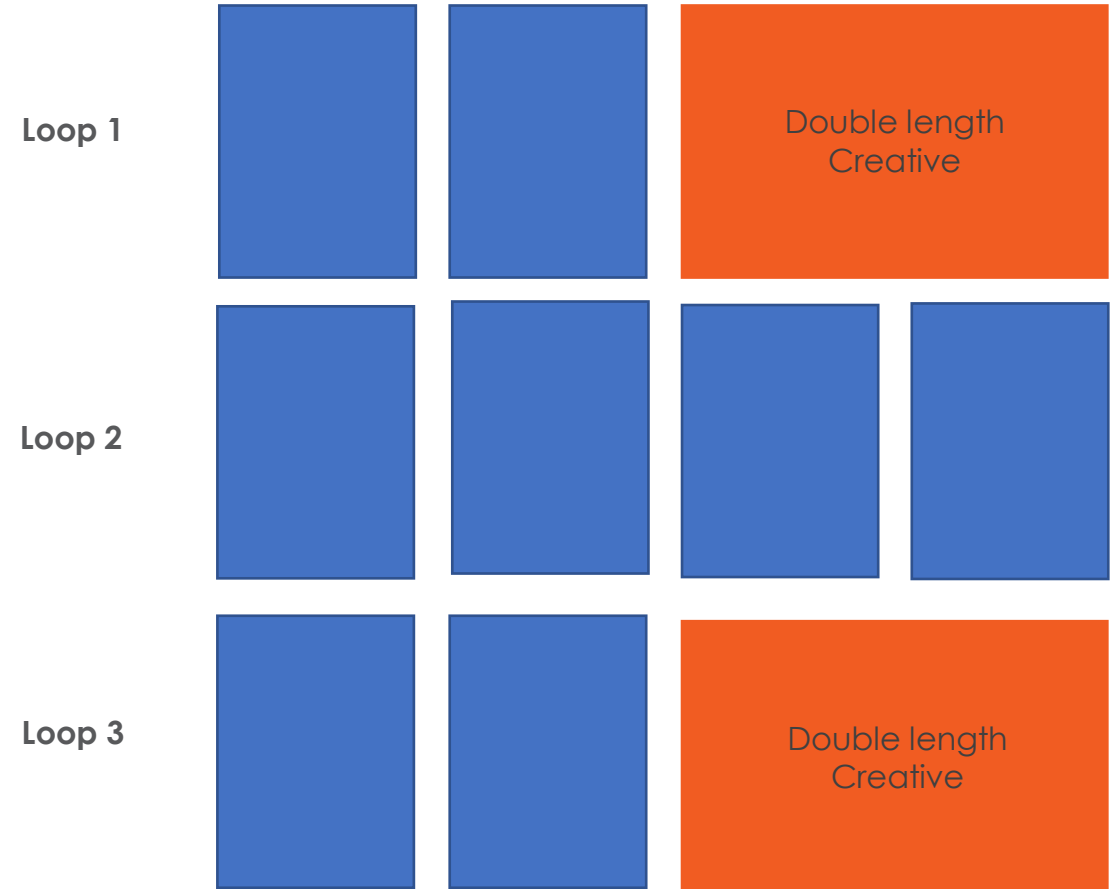
You can stitch together 2 .JPG creatives to play back to back on the first loop of advertisements and then skip the second loop (to allow the other campaigns to reach their SOV) before resuming again on the third play through

Limited to 2 creatives

Animated Digital Creatives

This would mean your extended creative would play on the first play through of advertisements, miss the second play through (allowing the other campaigns to reach their SOV) and play again on the third play through

This allows you to run a more detailed creative, communicating more at one time



DIGITAL SCHEDULING

Dynamic Creatives

Dynamic Creatives

What else can you do?

Our Innovation team can design, develop and schedule a variety of dynamic campaigns including but not limited to;

- Countdown
- Weather Triggers
- Sports results
- Geo Mapping
- Social Feed integration

Ask for a copy of our Dynamic digital opportunities deck for more information



COUNTDOWN

HTML package counts down to a particular time(s). Countdown by day/hour/minute/second or all. Can also be used as a counter if it is time based.

\$2,000 | Lead Time: 2 Weeks*

Up to 3 artwork specs. Additional specs \$400.



COPY SCHEDULER

oOh!'s Creative & Content Team create the back end functionality to create template for various copy.

\$5,000 | Lead Time: 3 Weeks*

Up to 3 artwork specs and for one month of activity. Additional specs \$400 each.