

Technical Specifications

Canary Wharf South Colonnade Jumbotron Advertising

The Canary Wharf Jumbotron advertising production dimensions are **640 pixels WIDE by 336 pixels HIGH**. Please refer to the specifications below when creating and submitting advertising media to be scheduled to play on the Canary Wharf Jumbotron.

1. Static/Still Media

For standard poster copy advertising, provide high-resolution, un-flattened, layered artwork in one of the following file formats:

- JPEG (.jpg)
- GIF (.gif)
- PNG (.png)

2. Video/Animation Media

Bring your advertising to life by providing video that is uncompressed at 30 frames per second (FPS), using a resolution of 72 dpi, in one of the following formats:

- **Windows Media® Video WMV (.wmv)**

Current version of Windows Media® is preferred; however, earlier versions are acceptable.

Use the encoding tools from Microsoft and produce elemental streams instead of utilizing the .ASF container. These tools are free and through testing have provided the most consistent quality output bit for bit.

One caveat: use the command-line interface. You can automate the process and it will improve quality dramatically.

Other output and compression mechanisms for Windows media files do exist and produce similar results. As with anything, your individual evaluation against quality is recommended when determining the appropriate workflow tools.

- **QuickTime Movies (.mov)**

Current version of QuickTime is preferred; however, earlier versions are acceptable.

Using Pixlet Animation or Apple® Lossless may not work correctly under a non-Apple® host environment.

Choose industry standards like H.264 or opt for no compression to ensure universal compatibility.

Notes:

- For video/animation, please ensure that the advert plays out to the exact booked second length. Adverts that exceed the agreed second length may be delayed from being broadcast until the advert has been re-supplied to the correct second length.
- Avoid small detailed color logos as they may bleed.
- For titles with a strong contrast (i.e., white on black), use a minimum font height of 20 pixels; for highly-saturated titles with a similar contrast, keep above 30 pixels.
- Where the advert must state terms and conditions, font heights can be minimized to the client's requirements.
- Recommended file sizes to be 1GB or less and to be transmitted to the WRT FTP site (details supplied upon booking).