

MTR* Advertising

DIGITAL

Panel Network

Content Specifications

VERSION 1.0

JCDecaux **Digital Vision**



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1.0 Read Me First

Digital Panel Network is a network product for mass coverage with creative flexibility for dynamic and multi-visual impact. Pairs of 65" HD Plasma panels are located in 10 high traffic stations throughout both the concourses and platforms. It is recommended to have a thorough understanding to the following guidelines and specifications before proceeding to digital production.

2.0 Creative Guidelines

Key Guidelines

- The standard spot-length for advertisement is 10 seconds.
- Disorientating images should be avoided.
- Creatives should focus on either :
 - A single idea that can play out simultaneously on two panels.
 - A creative idea which works across two panels in a cohesive fashion.
 - Image flow and animated ads are recommended to maximize the creative impact. (refer to Section 6.3 for details on image flow execution)
- Image flow means an object which can be a static image or a video, overlaying the background and moving across panels.
- Flash file conversion will not be accepted, as some items might be lost during the conversion process.
- No audio support will be provided.
- Special request should be confirmed with the JCDecaux Digital Vision Sales team before action.

Video File Playback

- Depending on the creative, you may submit an individual file for one digital panel, or submit one file to be repeated for both digital panels.
- MPEG4 will not be accepted.

Poster on Wall Extension

- To enhance the domination effect (only allow for site domination by one advertiser), the design of stickers for poster extensions should not overshadow the Digital Panel Network itself. (refer to the Poster Ad rate card for poster extension specifications)
- Feasibility of poster extensions subject to different locations, standalone digital panel does not allow poster extension.

All materials are subject to the approval of TELA classification and approval of JCDecaux Digital Vision.

The MTR may reject any creative work which, in their view, compromises the safety of passengers.

3.0 Censorship and File Delivery

Censorship Process	Timing
Artworks, story board & mockup – First Submission	3 weeks prior to the display day
Material submission – First Version	10 working days prior to the display day
Material submission – Finalized Version	5 working days prior to the display day

Send all creatives for Digital Panel Network / Feature Ads (sticker extension artwork), and mock ups of site photos to the Booking / Traffic Department of JCDecaux Digital Vision.

All required materials are to be uploaded to the JCDecaux Digital Vision's FTP server:

<ftp://ftp.jcdecaux.com.hk/>

For enquiries regarding specifications / scheduling / delivery details and deadlines / login name and password of FTP server / full censorship / file submission / failure report, contact Mr. Keith Chan, Senior Traffic Coordinator of JCDecaux Digital Vision.

- Telephone No.: 3960 3322 (Office Hours)
9269 3099 (Non-office Hours)
- Email Address: keith.chan@jcdecaux.com.hk

4.0 Scheduling

- Schedule change requests must be submitted 2 working days prior to display time.
- Creative agencies or advertisers are recommended to have a trial run prior to their launch, and to provide JCDecaux with 3 working days advance notice.
- Digital Panel Network might be temporarily suspended during station maintenance.

5.0 One Stop Service Solution

- JCDecaux Digital Vision provides “One Stop Service Solution” to help shorten clients’ production lead time. The “One Stop Service Solution” offers creative recommendation, storyboard design, production and up to material delivery at client’s cost.

- Contact Staff:
Mr. Jeff Man, Project Manager
Telephone No.: 2862 7293
Email Address: jeff.man@jcdecaux.com.hk

Mr. Jeff Chan, Product Development Officer, Innovate
Telephone No.: 2862 7266
Email Address: jeff.chan@jcdecaux.com.hk

6.0 Display Format Specifications

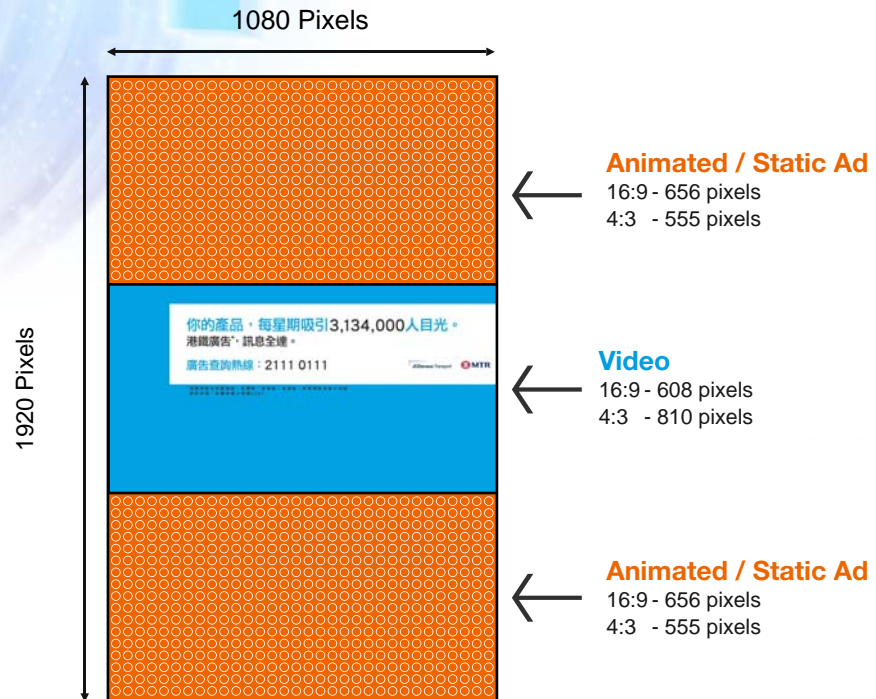
6.1 Animated Ad



Animated Format Specifications

Version	WMV9, MPEG2
Resolution	1080 x 1920 pixels (portrait mode)
Bit Rate	9,000K bit/s
Remarks	- Codec for MPEG2: Elcard - MPEG4 Format is not compatible with the system.

6.2 Animated/ Static Ad + Video



*It is recommended that the video is placed at the middle of the panel but advertisers can also adjust the video position based on their creative design. However, the resolution of different formats for other layouts should be verified with JCDecaux Digital Vision.

*This application is subject to the approval from MTR and JCDecaux Digital Vision.

Static Image Format Specifications

Version	JPEG
Resolution	1080 x 656 pixels (if 16:9 video is used) 1080 x 555 pixels (if 4:3 video is used)

Animated Format Specifications

Version	WMV9, MPEG2
Resolution	1080 x 656 pixels (if 16:9 video is used) 1080 x 555 pixels (if 4:3 video is used)
Bit Rate	9,000K bit/s
Remarks	- Codec for MPEG2: Elcard - MPEG4 Format is not compatible with the system.

Video Format Specifications

Version	WMV9, MPEG2
Resolution	1080 x 608 pixels for 16:9 video 1080 x 810 pixels for 4:3 video
Bit Rate	9,000K bit/s
Remarks	- Codec for MPEG2: Elcard - Video should not be created in wide screen. (i.e. no top and bottom black boarder) - MPEG4 Format is not compatible with the system.

6.3 Layout and Orientation

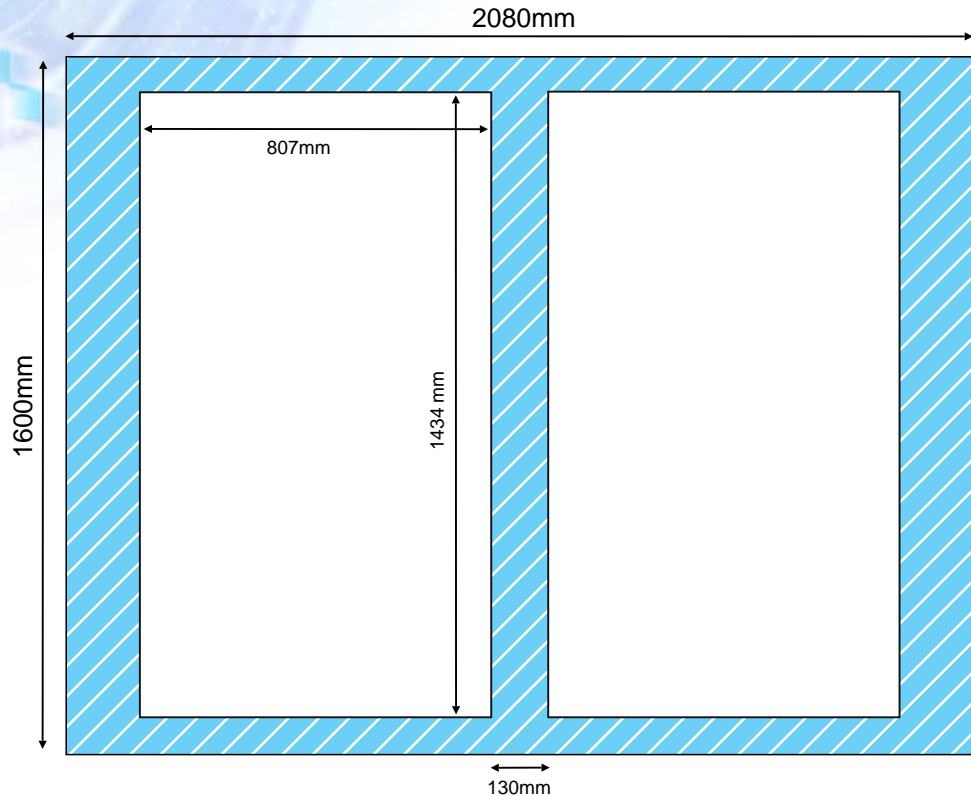


Image Flow Execution

- The gap of 130mm between the two panels should be taken into consideration.
- Creative agency or client needs to submit the image flow object either in static or video format. JCDecaux Digital Vision will not edit nor provide any static or video content.
- If the image flow object is in static format, a PNG file (with alpha channel and transparent background) must be provided by client / creative agency.
- If the image flow object is in video format, a MOV file (with alpha channel and transparent background) must be provided by client / creative agency. (Maximum output resolution is 512 x 512 pixels.)
- The path of the image flow object should be clearly defined by the client / creative agency. JCDecaux Digital Vision will only create the image flow effect based on the defined path.
- A pre-production meeting should be set up to check the feasibility of the integration.
- Only a ONE time amendment for the image flow effect is included. Any additional change(s) will be charged separately.

7.0 Locations

Station	Location	No. of pairs	Total no. of pairs
Admiralty	Concourse Level	4	8
	Upper Platform Level	2	
	Lower Platform Level	2	
Causeway Bay	Sogo Concourse	2	9
	Upper Platform Level	4	
	South Time Square Concourse 5th basement	1	
	South Time Square Concourse 3rd basement	1	
	West Concourse Level	1	
Central	Transfer Concourse Level	6	8
	Worldwide House Concourse	2	
Wan Chai	Concourse Level	1	5
	Lower Platform Level	1	
	Upper Platform Level	3	
Tai Koo	Concourse Level	4	4
Mong Kok	Concourse Level (near Entrance A)	3	4
	Concourse Level (near Entrance E)	1	
Prince Edward	Concourse Level	4	4
Kowloon Tong	Concourse Level	3	5
	Entrance C (Festival Walk)	2	
Kwun Tong	Concourse Level (near Entrance A)	4	7
	Concourse Level (near Entrance D)	3	
Tsim Sha Tsui	Concourse Level (near Entrance A)	3	6
	Concourse Level (near Entrance C)	3	

JCDecaux **Digital Vision**

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JCDecaux Digital Vision

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