

# Digital 6-sheet Specification



**NOTE:** The **Digital** 6-sheet spec is different to the **Paper** 6-sheet spec - the aspect ratios are different sizes. If you plan to use the same artwork for digital and paper 6-sheets please modify the aspect ratios accordingly.

**NOTE:** Artwork must be rotated 90° clockwise prior to sending.

## SCREEN SPECIFICATION

Aspect Ratio	9:16 portrait
Audio	Mute
Definition	1080 x 1920
Screen Size	55"
Dynamic Update	Yes

## STATIC CONTENT

Creative Size	1080px x 1920px portrait
File Type	JPEG (*.jpg)
Colour Mode	RGB

## VIDEO CONTENT

Creative size	1080 x 1920 portrait (or if at a lower resolution - using the same 16:9 aspect ratio to avoid blank space around the content)
File Type	MOV / MP4
Encoding	MPEG-4 AVC / H.264 (HEVC / H.265 is not accepted)
Audio	Encode WITHOUT audio stream (Empty audio streams are not supported)
Frame Rate	25 fps
Data Rate	6.0 – 8.0 Mbps
File Size	40MB or less
Standard Slot Length	10 seconds (unless agreed otherwise)
Photosensitive Epilepsy	Ensure video content with strobing or flashing images complies to Ofcom (ITU) safety guidelines and has passed The Harding Flash and Pattern Analyser Test
Delivery Format:	Files must be rotated 90° clockwise (to 1920 x 1080) before sending