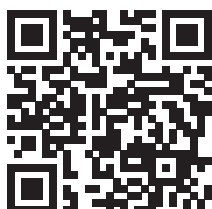




# Content creating

digital advertising SkyBridge - Airport Media

more Info



## Delivery of the data:



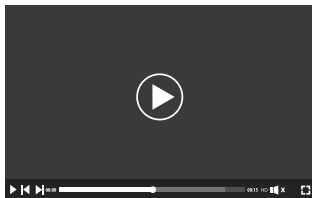
Images should be provided in JPEG or PNG.



Videos should be provided in HEVC/H. 264 (MP4).



Video bit rate: max. **20 Mbit/s**



Spot length: **15 seconds** without audio

- Transition effects (e.g. crossfade) between images are supported.
- Please provide the data 10 working days in advance.
- Please note that all spots have to be approved technically and contentwise by Airport Media before the broadcast.
- The client will receive pictures of the broadcasted spot by Airport Media.
- Good contrast between text and background.
- The background shouldn't be eye-catching and shouldn't have any patterns or complex details.
- Please avoid fast transitions.
- Placement of important image content (e.g. text) in the middle.
- The spot has to start with a one second fade-in from black and to has to end with a one second fade-out to black.
- Please use the template provided by Airport Media for the exact adjustment of the content to the visible area of the Media Mesh.
- Please note: The mask of the visible area of the video wall (TheBridge\_VisibleArea.png) is not required in the final file for the broadcast and the layer must therefore be turned off before the export.





## SkyBridge - Mediamesh LED

Resolution: **4352 x 928 pixels**

Frame rate: **50 fps**

Spot lenght: **15 seconds without audio**

Color space: Video - **8 bit color depth** / Image - **RGB**

Bit rate: **max. 20 Mbit/s**

- Relevant legibility distance 125 – 50 m.
- Approaching and passing in about 5,4 – 9 seconds.
- Soft fading of images, i.e. motionless.
- Videos and animations in slow motion, if possible flowing into each other without forcing attention.

Please provide the data via downloadlink to:

[a.lausch@viennaairport.com](mailto:a.lausch@viennaairport.com) und [v.shishkova-radilova@viennaairport.com](mailto:v.shishkova-radilova@viennaairport.com)