

Digital CLV

General information:

Spot length:	10 sec
Animation:	No flickering or fast transitions
Sound:	Sound is not allowed

Anime spot:

Resolution:	2160 x 3520 pix. or 1080 x 1760 pix.
File type:	MPEG4 H264
Frame rate:	25 fps
Bitrate:	min. 15 000, max. 50 000
Spot length:	10 sec

Static spot:

Resolution:	2160 x 3520 pix.
File type:	JPG
Color:	RGB

Delivery of finished spots:

Delivery method	to your merchant by e-mail or via the cloud (eg Depository, WeTransfer, etc.)
Date of delivery:	within 7 days before the start of the campaign



Time / date

Communicate various motives at the **exact time or date** you specify



Action like TV

Change the theme according to your events exactly as on TV



According to part of the day

Communicate **other content in the morning, afternoon and evening** (eg morning juice, afternoon coffee, evening, alcohol)



More products

Communicate multiple products from multiple vendors or **more from your offer or collection in one purchased time**



Location

Display **different motifs in different locations** (e.g. different motif on Anděl and different on Pankrác)