

DIGITAL OUT-OF-HOME FORMAT MATRIX



FORMAT TYPE	FULL MOTION VIDEO	SOUND	STATIC DIGITAL	TOUCHSCREEN/ INTERACTIVE MICROSITE	ADS ONLY	ADS & CONTENT	AVG SPOT LENGTH
LARGE FORMAT DIGITAL							
DIGITAL BILLBOARDS			•		•		:8 SEC
DIGITAL POSTERS			•		•		:8 SEC
DIGITAL SPECTACULARS	•		•		•		:10 SEC, :15 SEC
VENUE BASED/ PUBLIC SPACES							
PUBLIC SPACES							
BUS SHELTERS	•		•		•		:8 SEC
CITY INFO KIOSKS	•		•	•		•	:15 SEC
DIGITAL URBAN STREET SIDE	•		•		•	•	:5 SEC, :7.5 SEC, :10 SEC, :15 SEC
DIGITAL URBAN STAIRWELL			•		•		:7.5, :8 SEC, :15 SEC
STREET LEVEL NEWSTANDS	•		•		•		:15 SEC
VENUE BASED	•		•		•		
TAXI EXTERIORS	•		•		•		:8 SEC
TAXI'S INTERIOR	•	•	•	•		•	:15 SEC, :30 SEC
AIRPORTS	•	•	•	•	•		:15 SEC, :30 SEC
TRANSIT STATIONS	•		•	•			7.5 SEC, :15 SEC
HEALTH CLUBS	•	•	•	•		•	7.5 SEC, :15 SEC
OFFICE BUILDINGS	•		•			•	:15 SEC
IN-STORE RETAIL	•		•			•	:15 SEC, :30 SEC
SHOPPING MALLS	•		•			•	:15 SEC
SPORTS ARENAS/STADIUMS CONCOURSE	•		•			•	:15 SEC
BAR JUKEBOXES	•		•	•		•	:15 SEC, :30 SEC
COLLEGE CAMPUSES	•		•			•	:15 SEC, :30 SEC
NAIL SALONS	•		•			•	:15 SEC, LONG FORM BRANDED CONTENT (:90 SEC)