# Retail Media Selex Formats

# DIGITAL SIGNAGE

# FORMAT SPECIFICATIONS | Digital Signage

**DIGITAL SIGNAGE**

- Resolution as specified in the table
- H.264 codec (Main Profile, Level 4.1)
- CBR 8 Mbit/sec (max 10 Mbit/sec)
- 30 FPS
- MP4 container
- No audio track
- Duration: 15”

**Assets will be rejected if the duration is not precise and compliant.**

**DELIVERY WITHIN 8 WORKING DAYS BEFORE THE START OF THE CAMPAIGN (go-live always on Monday)**

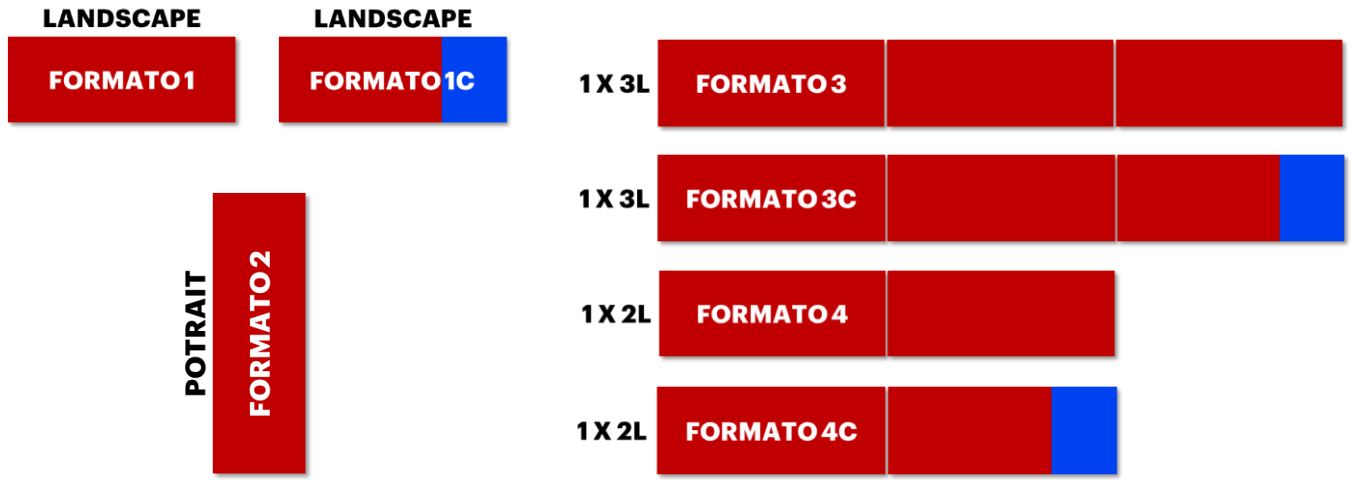
# FORMAT SPECIFICATIONS | Digital Signage

Each format must be provided as a **single 15-second video file**, consisting exclusively of video or a combination of video and static images, provided that it functions as a single, unified asset.

The formats have already been adjusted to exclude system-generated graphics. There is no need to account for a "safe area"—the creative content may occupy **the entire space of the format**, as specified in the "*ad space pixels*" column provided alongside.

**Example**: For the 1C format, the file must be created at **1354x1080 px** with no empty margins, as this represents the fully visible, unobstructed area.

## The spaces used by graphics “elimina code” are in blue




| FORMAT | PIXEL ADV SPACE (Resolution) | RATIO ADV SPACE |
|---|---|---|
| 1 | 1.920 x 1.080 | 16 : 9 |
| 1C | 1.354 x 1.080 | 11,3 : 9 |
| 2 | 1.080 x 1.920 | 9 : 16 |
| 3 | 3.840 x 720 | 48 : 9 |
| 3C | 3.462 x 720 | 43,3 : 9 |
| 4 | 3.840 x 1.080 | 32 : 9 |
| 4C | 3.274 x 1.080 | 27,3 : 9 |

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# DIGITAL SIGNAGE | GUIDELINES FOR CREATIVE PRODUCTION

- **Visual and environmental context:** Keep in mind that the content will be displayed on screens inside a supermarket, an environment full of visual stimuli. The message must be immediate and legible/understandable, even from a distance.

- **Duration and pacing:**
  - **Static images:** clear messages, concise text, strong visual impact.
  - **Animations and videos:** a 15-second duration is required (in accordance with the duration specified in the commercial order), featuring a dynamic style and smooth transitions.

All content must be understandable even without audio.

- **Visual call to action**: Always include a visual and contextualized call to action

- **Distinctive visual elements:** Use high-quality product images, brand colors, and simple icons to reinforce the message.

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