OCEAN

Piccadilly Lights

Production Specifications

April 2024 update

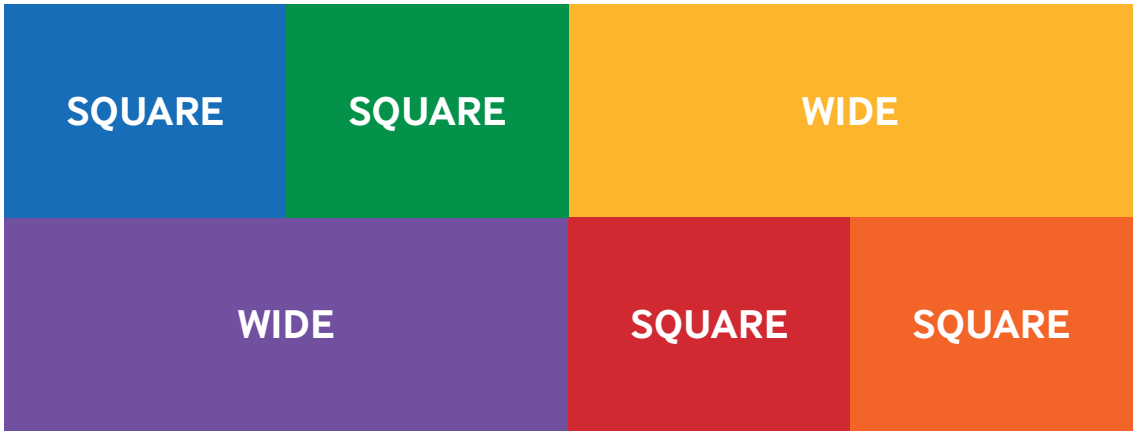
Landsec



Playout Modes

The following are the agreed Playout Modes which the screen displays:

1. **Patchwork**
   The main mode sharing the whole screen between the advertisers.
2. **Full-Screen**
   Shown at the end of each loop of patchwork where one advertiser takes over the whole screen (only between 0700 and 2300).



1. Patchwork

The patchwork format of Piccadilly Lights is synonymous with this global landmark. It is a planning condition that this layout be retained for most of its operational time.

The screen is divided into the six sections, known as the **Patchwork**, shared between the six Advertisers.

The screen is divided into **six sections**:

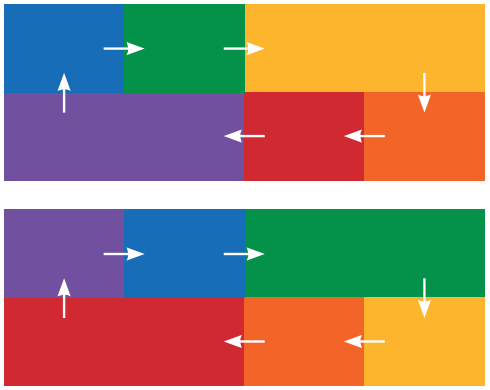
- **Four "Square" sections**
- **Two "Wide" sections**



Sharing the Patchwork

In order to maintain equal share of voice, the Advertisers virtually move around the six sections of the screen, resting for the same period in each.

- Advertisers stay in each section for **1 minute 30 seconds**, before moving to the next - **looping** around the sections in a **clockwise direction**.
- Each Advertiser has a **default section** where they start from when the screen is first started or reset.
- After each 1 minute 30 second playout, there is a **4 second transition,** where each advertiser "slides" into the next position. Separate "**Transition Artwork**" will be used for this.
- There is a 8px **grey border** between each section to visually separate them from each other.



Examples of Advertisers moving around the Patchwork in a clockwise direction

2. Full-Screen

At the end of every loop around the Patchwork (with each Advertiser having taken each of the 6 positions), one Advertiser takes over the whole of the screen.

- Full-Screen content lasts for **40 seconds**, before reverting back to the Patchwork.
- Advertisers take it in turns, based on their home positions, to go Full-Screen, meaning they do so every 6 loops of the Patchwork - which is every 1 hour.
- There is a **5 second transition** into and out of the Full-Screen mode, during which the artwork is visible.
- The Transition is a "push" upwards at the start and downwards at the end. This animation is handled by the playout software and is not required to be within the content.
- Full-Screen **operates between 0700 and 2300** to maximise exposures to the biggest audience dayparts. Outside of these hours the Patchwork continues to loop with no Full-Screens.
- Each brand gets a total of **16 Full-Screen playouts** a day (assuming no Dominations take place).
- A single advertiser's Full-Screens will always be at the same minute time within an hour, for example, 0710, 0810, 0910... 1810, 1910 etc.



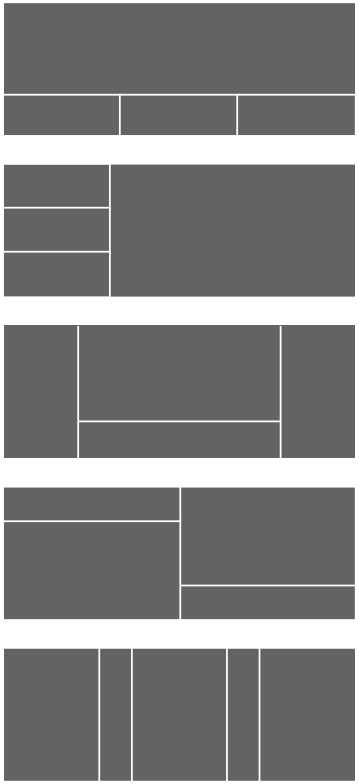
Full-Screen Example

Full-Screen Layout Guidelines

In order to fully comply with Westminster City Council's code of conduct, there are limitations on how Advertisers can use the screen during full-screen periods.

- The screen must be visually divided into **at least 4 seperate content sections**
- **No sections or content bigger than 550sq m** (70% of screen)
- **No sections or content smaller than 50sq m** (6% of screen)
- The sections can be in any positions and any shapes as long as they meet the above requirements. Examples of possible layouts are shown above.
- Content cannot be larger than or overlap sections - see examples on right

Examples of Full-Screen layouts, more examples and templates available on request.



Content overlap examples



✕ **Not acceptable** as content larger than max allowed



✓ **Acceptable** as content does not overlap sections

Artwork Specifications

There are four different types of artwork each Advertiser **must provide** for the Piccadilly Lights

1 × Patchwork Square Artwork

1 × Patchwork Wide Artwork

1 × Patchwork Transition Artwork

1 × Full-Screen Artwork (detailed on next page)

Templates

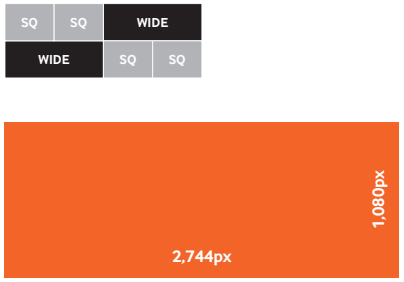
After Effects templates are available to aid in artwork creation & previewing and are recommended to be used.

Please email **piccadillydelivery@oceanoutdoor.com** to request them.



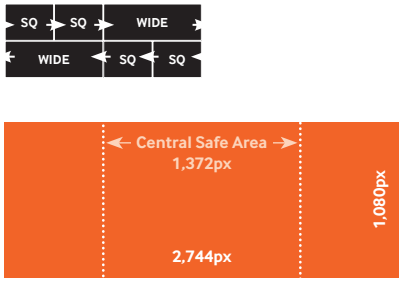
1. Patchwork Square Artwork

- One artwork played in all 4 **Square** sections (SQ in above image)
- **Full-Motion or Static** creative
- **1,372px wide** by **1,080px high**
- **1 minute 30 seconds long** QuickTime (.mov) file at **25fps**



2. Patchwork Wide Artwork

- One artwork played in both **Wide** sections (WIDE in above image)
- **Full-Motion or Static** creative
- **2,744px wide** by **1,080px high**
- **1 minute 30 seconds long** QuickTime (.mov) file at **25fps**



3. Patchwork Transition Artwork

- Used during Patchwork Play Mode whilst Advertisers are transitioning between sections
- Must work in both **Square** and **Wide** sections as the sections change size during the transition animation
- **2,744px wide** by **1,080px high**
- The centre **1,372px** will be used for Square sections, so all essential branding / imagery should be in this Central Safe Area
- **Static** (no motion) JPEG (.jpg) file.
- An example of the Transition Artwork in use is shown below

For all **Patchwork Artwork**

- **A safe area of 10 pixels** should be observed on all 4 sides to allow for **grey borders**, which are added to visually divide sections. Borders are not required on artwork - this is handled by the system
- It is recommended that both Square and Wide Artwork starts and finishes on the same imagery as the Transition Artwork so they visual flow into one another.

Example of **Transition Artwork** in use



0 seconds
Start of transition. Advertiser is in a Square Section



2 seconds
During transition. The section gets wider in order to fill the Wide Section, revealing more of Transition Artwork



4 seconds
Transition finished. All of Transition Artwork now visible.

Diagrams are not to scale and are for reference only



4. Full-Screen Artwork

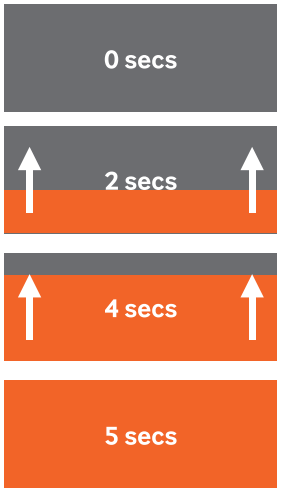
- **The whole of the screen is given to one Advertiser.**
- **5,490px wide** by **2,160px high** QuickTime (.mov) file.
- **The artwork must be visually divided** (whether by borders on the creative or the sections being clearly distinct) into the number of sections, at the correct sizes, outlined below.
  - **At least 4 visually divided sections**, whether that by means of borders, or by containing clearly different content or colours.
  - Content cannot be larger than or overlap sections.
  - **No sections or content bigger than 550sqm** (70% of screen)
  - **No sections or content smaller than 50sqm** (6% of screen)
  - **Examples of possible layouts** are show on the right and on page 3 of this document. More examples and templates are available on request. We ask that if in doubt - please check with Ocean first.
- **40 seconds** long - with the first and last 5 seconds shown whilst the screen is transitioning from Patchwork mode to Full-Screen mode.
  - During these **Full-Screen transitions**, the Artwork "pushes" the Patchwork up at the start, and down at the end. During transitions some of the Artwork is obstructed which should be taken into consideration.
  - A visual example of the transitions can be seen to the right
  - This animation is created by the system and **does not** need to be included in supplied content.



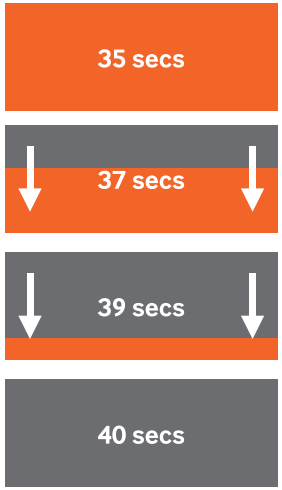
Full-Screen Artworks highlighting **visually divided sections**

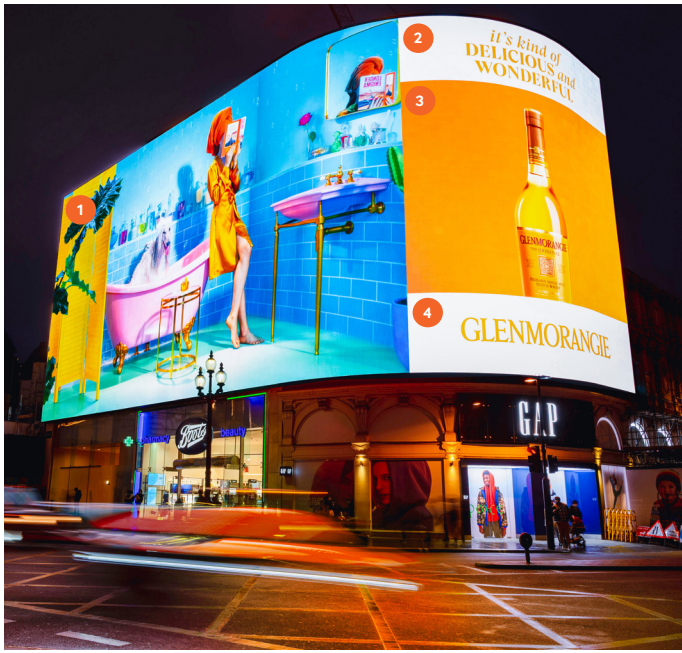
Full-Screen Transitions

Intro: **Artwork** moves upwards from below:



Outro: **Artwork** moves downwards to below:





Artwork Restrictions & Considerations



Category Exclusivity

The two long-term partners have category exclusivity over any content or products shown on the Piccadilly Lights, as such, no competitive branded products listed below can be shown. This applies to the advertisers' products but also includes any third-party brands which may appear with content (such as a motor vehicle within a film trailer).

Brand	Restritced branded products
Coca-Cola	Soft drinks, water, tea or coffee brands
Samsung	Mobile phones, tablet computing devices, televisions, refrigerators, washing machines, electronic cooking appliances, vacuum cleaners and air conditioning products

Any restricted products visible in artwork must have all logos removed, should not be easily identifiable as a particular brand and should avoid being the main feature of the advertisement. Any products of a competitor nature will be subject to landlord and Ocean approvals

Some exclusions may apply, such as perimeter boards at live sports event, but these must be discussed and approved with Ocean prior to artwork delivery.

Examples

An example of one brands patchwork and full-screen artwork moving around the screen can be viewed here: **vimeo.com/271883171/92a98ded46**

Further examples of artwork can be provided on request.

Flashing imagery

Due to the size and brightness of the screen, extreme care must be taken not to cause distractions to drivers or pose a risk to photosensitive epilepsy sufferers. As such, we ask that flickering, strobing effects or very quick edits (1 or 2 frames) which vary dramatically in contrast and brightness are avoided.

Nudity & Violence

Any artwork depicting nudity or sexually suggestive imagery must be approved by Ocean prior to the standard artwork deadline. Violent or threatening imagery and/or messages (such as weapons or gore) must also seek prior approval.

File Formats & Delivery

- All Artwork must be provided at the correct pixel sizes.
- **All 4 Artwork types, (Patchwork Square, Patchwork Wide, Patchwork Transition & Full-Screen artwork)** need to be provided for every campaign in order to play on the Piccadilly Lights (unless otherwise agreed).
- **Patchwork Square, Patchwork Wide & Full-Screen artwork** should be formatted as a QuickTime file using the **HAP** codec (**not** HAP Q or HAP alpha). Each file will be around 1-4 GB in size depending on content complexity. If providing static (non motion) artwork - then please supply as RGB JPEGs to the correct dimensions.
- Details about this open source codec are available at **https://hap.video**. Details about media encoders can be found at **https://hap.video/integrations.html#encoding**
- The HAP codec does not allow specific bitrate settings, and instead uses a "quality" scale. This should be set to ~90%
- Video files should be **25 frames per second**.
- **Transition Artwork** should be provided as a "high quality" RGB JPEG (.jpg) file.
- Content needs prior approval from Ocean as well as extended testing period on the system. **All artwork must be delivered at least 5 working days before live date.** We cannot guarantee any artwork received after this deadline will run on live date.
- Files should be sent via WeTransfer, FTP, Dropbox or similar along with clear information about the campaign to **piccadillydelivery@oceanoutdoor.com**. We can provide a Dropbox request if needed.
- Please contact the above email address with any questions concerning any part of these specifications, or call **+44(0)20 7292 6149**.

Templates

After Effects templates are available to aid in artwork creation & previewing and are recommended to be used. Please email **piccadillydelivery@oceanoutdoor.com** to request them.

Production Services

Ocean Studio, Ocean's in-house production team, are able to assist in the creation, adaptation and testing of artwork for Piccadilly Lights.

If you require any production assistance then please contact **oceanstudio@oceanoutdoor.com**.

If artwork is received which is not to the correct specification or requirements, Ocean Studio will quote for the work to be done to rectify it. Please note there is an additional charge for out of hours work if required.

Questions?

If you have any questions about Piccadilly Lights or these specifications, contact: **piccadillydelivery@oceanoutdoor.com**





OFFICIAL PARTNER

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