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Piccadilly Lights 2.0

2027 Production Specifications

Landsec

Version 261014



Overview

As of January 2027, the Piccadilly Lights playback system is changing.

What's changed:

- Full Screen takeovers double in frequency and triple in total airtime: from one 40 second takeover per hour to two 60 second takeovers per hour.
- Full Screens no longer require divisions or separations.
- Patchwork mode is simplified, using one artwork instead of three and removing transition files.
- Increased flexibility in scheduling.

What's stayed:

- Advertisers still move around the Patchwork in animated sequences, keeping screen location and timings fair.
- The "iconic patchwork" required by Westminster City Council is still honoured.

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Play-out modes

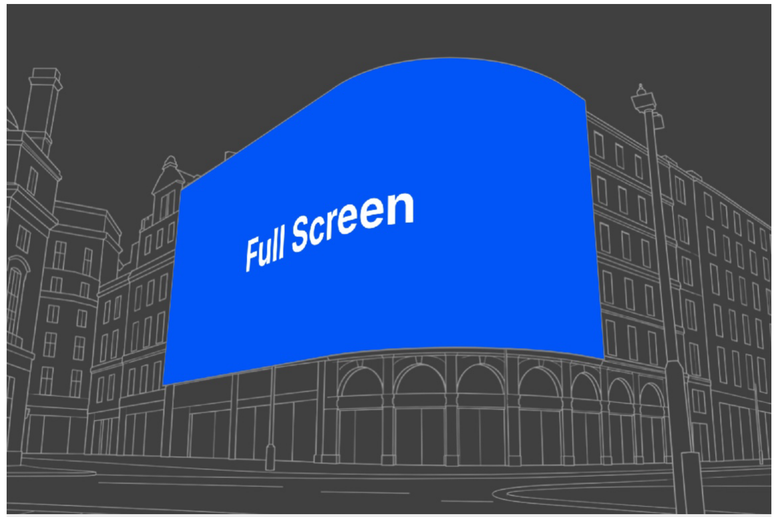


Patchwork

Most of the time, the screen runs in Patchwork mode, where six advertisers share the whole screen.

Advertisers rotate evenly around the screen, so each receives equal time in every area.

All advertisers to provide.



Full Screen

One advertiser takes over the whole screen for 60 seconds.

Full Screens run every 5 minutes, starting on the hour. Each advertiser gets two per hour, 30 minutes apart (for example, at :05 and :35, or :15 and :45).

All advertisers to provide.



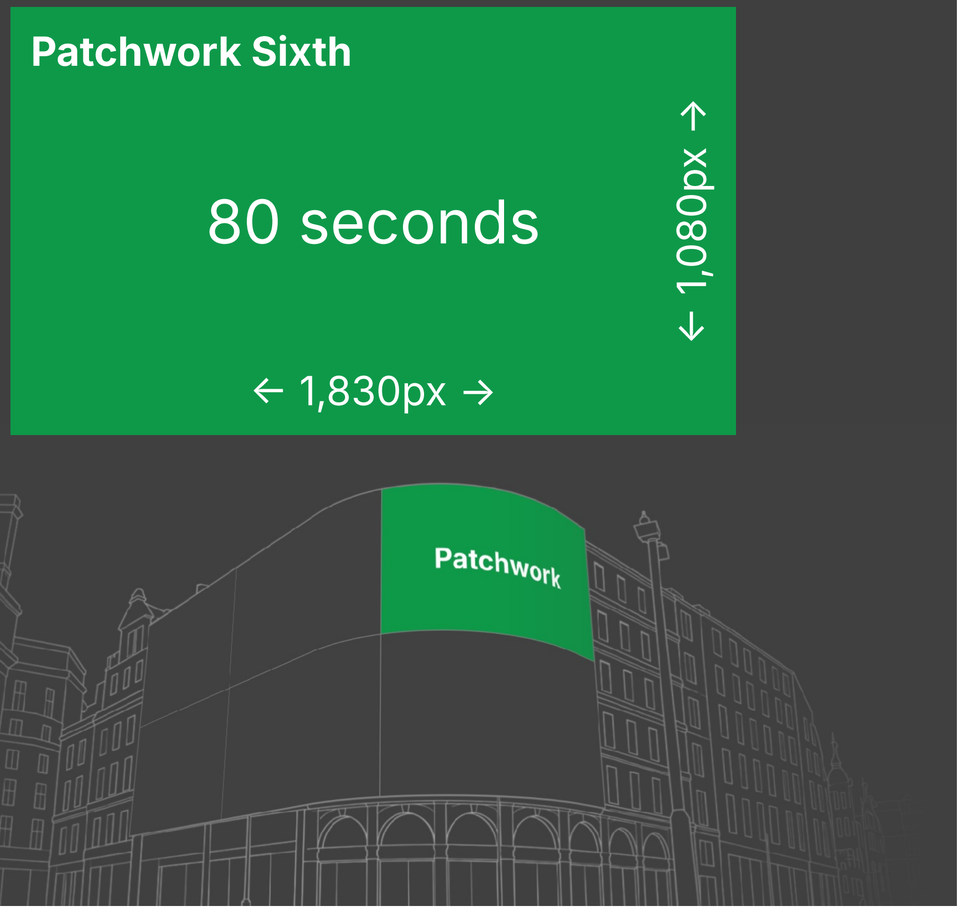
Domination

As with Full Screens, one advertiser takes over the entire screen, but Dominations last longer, usually 5 to 10 minutes.

Reserved for special occasions, long-term partners or bookings for The Venue only. Please only provide artwork if specified in your booking.

Specifications: Patchwork Sixth

The screen is divided evenly into six areas, which rotate around the screen.



Patchwork Sixth specification:

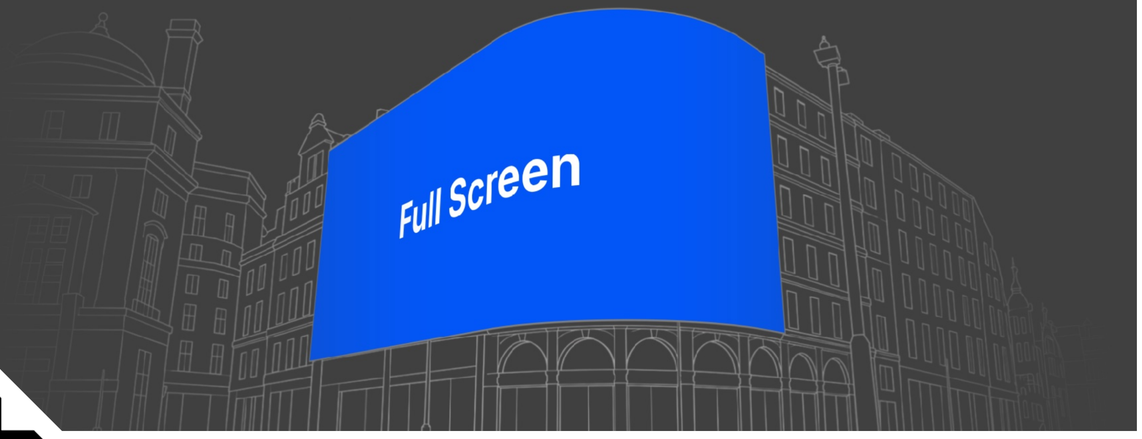
1,830px wide × 1,080px high

- 80 seconds in length at 25fps
- Full motion or static is permitted
  See “Formats” page for more details on file formats
- One file per advertiser plays in all screen areas.
- Artwork transitions (slides) left or right into the next area during the last 5 seconds of the 80. Crucial messaging should not appear solely within this period.
- The first frame is used for some transitions, so we recommend including a logo or branding at the start of the video.
- An 8px border separates each advertiser, covering 4px of each adjacent edge. Keep this in mind when placing content close to any side.
- Artwork restrictions and considerations apply. Please see the relevant sections of this document.

Specifications: Full Screen

One advertiser takes over the whole screen for 60 seconds.





Full Screen specification:

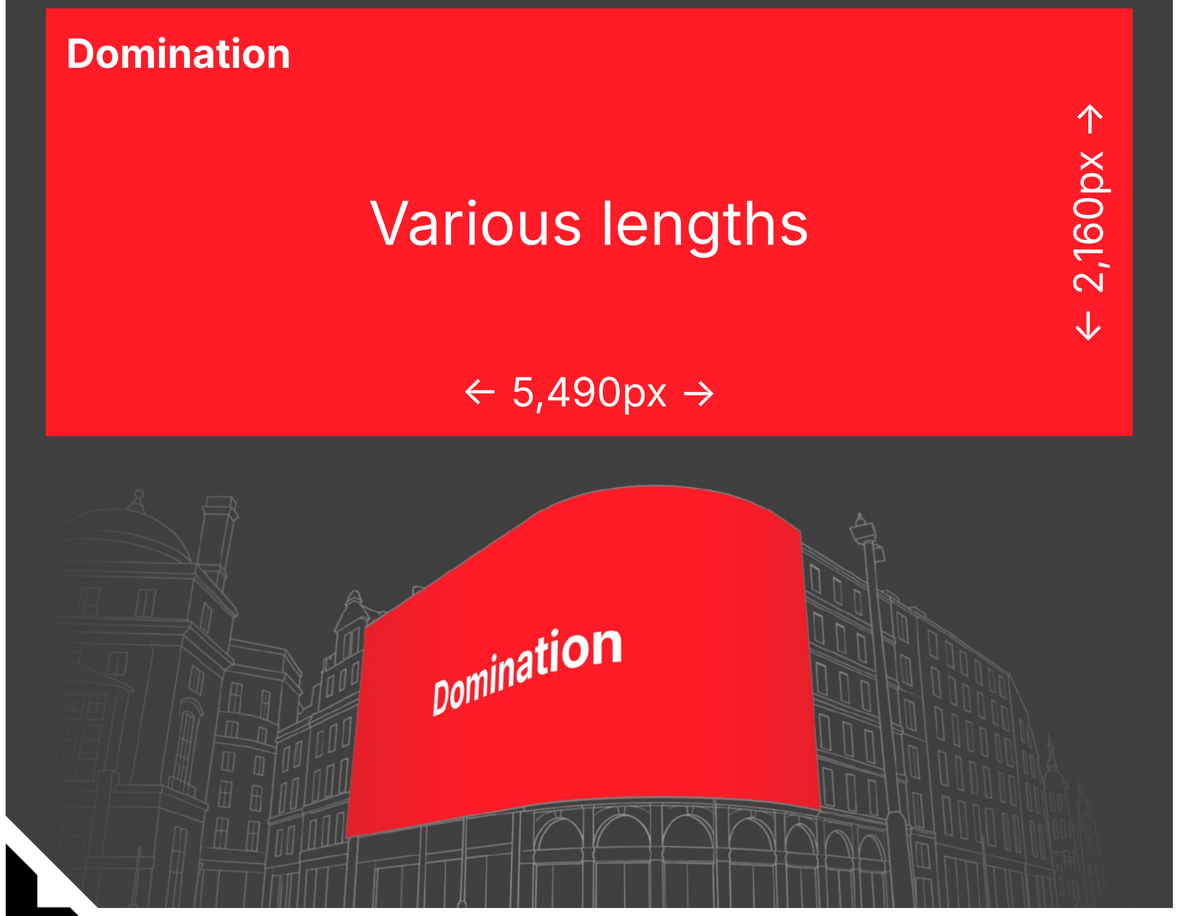
5,490px wide × 2,160px high

- 60 seconds in length at 25fps
- Full motion or static is permitted
  See “Formats” page for more details on file formats
- Artwork transitions in from the bottom upwards during the first 5 seconds, and back downwards during the last 5 seconds. Crucial messaging should not appear solely within these periods.
- No borders are added, so no safe areas are required.
- Artwork no longer needs to be divided into sections, although it is recommended to consider the curve of the screen, which sits roughly 70% of the way across from the left edge.
- Artwork restrictions and considerations apply. Please see the relevant sections of this document.

Specifications: Domination mode

Only if specified in your booking

One advertiser takes over the whole screen for longer periods.



Domination specification:

- **5,490px wide × 2,160px high**
- Various lengths, depending on the booking, at 25fps. Files can be set to loop rather than running the full length of a Domination period.
- Full motion or static is permitted
  See “Formats” page for more details on file formats
- The Piccadilly Lights ident may be required at the start and end of your content. Please check with your booking agent, who can share it on request.
- Artwork restrictions and considerations apply. Please see the relevant sections of this document.
- Only provide if specified in your booking.

The 10-minute Patchwork Loop

The screen runs on a 10-minute loop, repeated 6 times an hour, so all advertisers get even timings in every area and the same number of Full Screens.

The table shows the loop step by step, and how advertisers move around the screen.

This Patchwork loop repeats throughout the day, with only the Full Screen advertisers changing, as set out in the slots below.

Full Screen slots are: (minutes past the hour)

- :00 and :30 **Coca-Cola**
- :05 and :35 Assigned to an advertiser
- :10 and :40 **Samsung**
- :15 and :45 Assigned to an advertiser
- :20 and :50 Assigned to an advertiser
- :25 and :55 Assigned to an advertiser

Ocean assigns slots, taking care to separate similar advertisers (in product or appearance).

Time (MM:SS)	**Content**		**Length**	**Description**
00:00 → 01:00	Full Screen	**Full Screen** :00, :10, :20, :30, :40, :50 ↑ ↑	60s	Full Screen lasting 1 minute. The whole screen slides up ↑ in the first 5 seconds and down ↓ in the last 5.
01:00 → 02:20	Patchwork	A ↓ B ↓ C F E D	80s	The 6 advertisers spend the next 4 minutes sharing the screen in a Patchwork. Advertisers A, B and C are on the top row, and D, E and F on the bottom row. Positions change every 80 seconds, with the top row sliding right → and the bottom row left ←. Each slide takes the last 5 seconds of the 80.
02:20 → 03:40	Patchwork	→ C → A → B E ← D ← F ←	80s	
03:40 → 05:00	Patchwork	→ B → C → A D ← F ← E ←	80s	
05:00 → 06:00	Full Screen	**Full Screen** :05, :15, :25, :35, :45, :55 ↑ ↑	60s	A different advertiser's Full Screen. The whole screen slides up ↑ in the first 5 seconds and down ↓ in the last 5 as previously.
06:00 → 07:20	Patchwork	D ↓ F ↓ E B C A	80s	For the remaining 4 minutes, the Patchwork is flipped. D, E and F share the top row (sliding right →) and A, B and C share the bottom row (sliding left ←). Positions change on the same 80-second cycle as previously.
07:20 → 08:40	Patchwork	→ E → D → F C ← A ← B ←	80s	
08:40 → 10:00	Patchwork	→ F → E → D A ← B ← C ←	80s	

Arrows show the direction of movement into each position.

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Artwork restrictions & considerations

Category exclusivity

The two long-term partners have category exclusivity on the Piccadilly Lights. Competing branded products listed below must not appear, including third-party brands within content (such as a rival soft drink or smartphone appearing in a film trailer).

BRAND	RESTRICTED BRANDED PRODUCTS
Coca-Cola	Soft drinks, water, tea, coffee and hard seltzers (including alcoholic variants). Alcohol brands, including their 0% variants, are permitted.
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, must not be easily identifiable as a particular brand, and should not be the main feature of the advertisement.

Some exclusions may apply, such as perimeter boards at live sports events. These must be discussed and approved with Ocean before artwork is delivered.

Flashing imagery

Because of the screen's size and brightness, extreme care must be taken not to distract drivers or put people with photosensitive conditions, including photosensitive epilepsy, at risk.

Please avoid flickering, strobing effects, very quick edits (1 or 2 frames) that vary dramatically in contrast and brightness, and bold, high-contrast repeating patterns. Ocean may request proof of a Harding FPA test pass, or an equivalent.

Nudity & violence

Nudity and sexually suggestive imagery require approval from Ocean, and possibly the landlord and local council, before the standard artwork deadline.

Violent or threatening imagery or messages (such as weapons or gore) also require prior approval.

If in doubt, please ask.

Multiple copy versions

Multiple versions of artwork (for example, creative that changes during a campaign) must be approved by Ocean in advance, and delivered by the same deadline.

File formats, delivery & questions

Video file formats

- QuickTime (.mov) files using the HAP codec (not HAP Q). HAP is not a standard system codec, so it will need to be installed on any machine used to create or edit the files. MP4, H.265 and other codecs are not supported.
    - **Encoding**:
      Ocean recommends the AfterCodecs (paid) plugin for Adobe applications, which exports HAP directly from your editing software, or a standalone converter such as AVF Batch Exporter (free) to convert ProRes or similar.
    - **Playback**:
      To review HAP files, Ocean recommends VLC (Mac or PC) or IINA (Mac only). Please check all encoded videos before submitting.
    - More details about HAP can be found at hap.video
    - If you can't supply HAP files, conversion is available on request. Please contact us.
- Colour space: sRGB / Rec.709 (SDR only).

Static file formats

- JPEG files at the correct resolutions, in sRGB colour.

Delivery

- All artwork must be delivered at least 5 working days before the live date. We cannot guarantee that artwork received after this deadline will run on the live date.
- Video files will be around 2-5GB, depending on content complexity. Please allow extra time for delivery, as uploads can take longer than expected.
- Send files via WeTransfer, FTP, Dropbox or a similar service, along with clear information about the campaign, to the email address below. Larger files can be delivered on physical media to Ocean's London office by prior arrangement.
- Use a clear naming convention for your files, for example: “CLIENT_PICCADILLY_LIVEDATE_FULLSCREEN.mov”.
- Files are tested on Ocean's internal systems only. On-screen tests are possible, but must be arranged prior to delivery and may incur fees. Please contact us for more details.

Contact and questions

The email address for all files or questions is
PiccadillyDelivery@oceanoutdoor.com

This email operates between standard UK business hours.

Summary

- For most standard campaigns, advertisers provide:

  1 × Patchwork Sixth video

  - Shown when the screen is shared amongst multiple advertisers, rotating around all areas of the screen.
  - 1,830px × 1,080px, 80 seconds at 25fps.
  - Delivered in QuickTime using HAP codec.

  1 × Full Screen video

  - Shown when advertisers take over the whole screen.
  - 5,490px × 2,160px, 60 seconds at 25fps.
  - Delivered in QuickTime using HAP codec.

- Artwork must adhere to restrictions & considerations outlined in this document.
- Files must be delivered no later than 5 working days before the live date, via file transfer or on physical media by prior arrangement.
- The email address for all files or questions is PiccadillyDelivery@oceanoutdoor.com





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Creative & production assistance

Ocean Studio, Ocean's in-house production team, can help advise on best practice, as well as offering full creative services.

Having worked on hundreds of Piccadilly Lights campaigns, the team are experts at both adapting existing assets to work on the screen and building whole campaigns from scratch, including **DeepScreen® 3D** campaigns, which Piccadilly Lights is famous for.

Please contact studio@oceanoutdoor.com

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