

MATERIAL SPECIFICATION – ICA STORE

FORMATS – VERTICAL & HORIZONTAL

RESOLUTION	1080 x 1920 (9:16)
RESOLUTION	1920 x 1080 (16:9)
FILE FORMAT	.mov. or .mp4
CODECS	h.264, max bitrate
FRAMERATE	25 frames per second (Progressive)
LENGTH	5 or 10 seconds (5 sec recommended)



VERTICAL - 9:16



HORIZONTAL – 16:9

DELIVERY

Material to be delivered to [VABOX](#) on the monday **2 days** prior to broadcast. Please notify Visual Art and ICA on delivery dooh-delivery@oceanoutdoor.se

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