

# MATERIAL SPECIFICATION – ICA STORE

## FORMATS – VERTICAL & HORIZONTAL

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



**VERTICAL - 9:16**



**HORIZONTAL – 16:9**

## DELIVERY

Material to be delivered to <https://oo-se.wetransfer.com/> on the monday **2 days** prior to broadcast. For questions regarding material, please do not hesitate to contact us at [adops@oceanoutdoor.se](mailto:adops@oceanoutdoor.se)