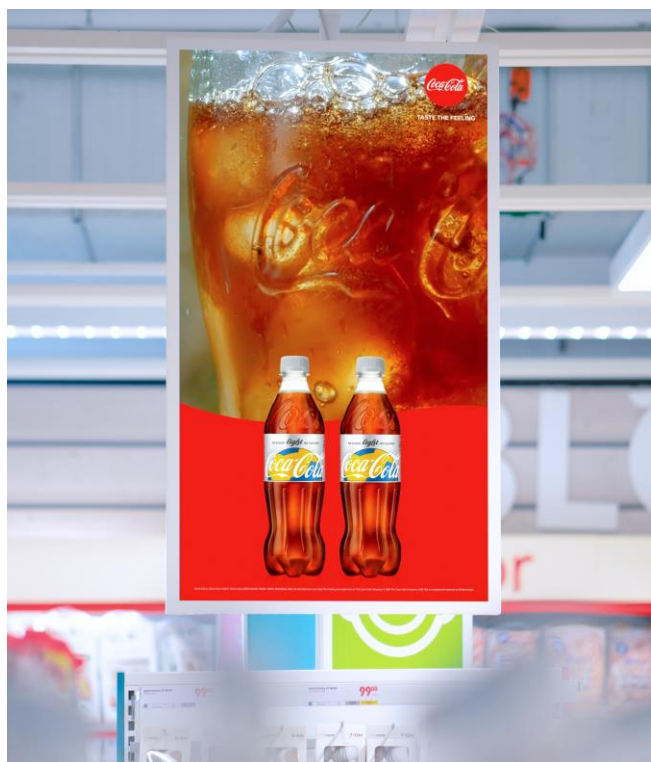


# MATERIAL SPECIFICATION – ICA STORE

## 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)

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**OCEAN**