



duration	30s exactly. No bars, tone, black or slate	
aspect ratio	16/9	16/9
size	1024 x 600 pixels	800 x 450 pixels
frame rate	29.97 progressive	29.97 progressive
file format / codec	H264	H264
file extension	.mp4	.mp4
target video bitrate	2500 kbps	1800 kbps
48 kbps/48 kHz stereo	128 kbps/48 kHz stereo	128 kbps/48 kHz stereo
max audio level	-8 dB	-8 dB

Technical Considerations

If you are unable to provide content in these formats, please provide a HD ProRes Quicktime or a high bitrate MPeg 4 video, and we will handle encoding.

When producing the video, keep in mind that text shouldn't be too small, as the screens are fairly small, and are seen from the back seat of a moving vehicle.

Also, as some passengers may lower or turn off the sound of the display, your content should ideally still make sense without its audio track. Some producers choose to add subtitles to ensure maximum reach.