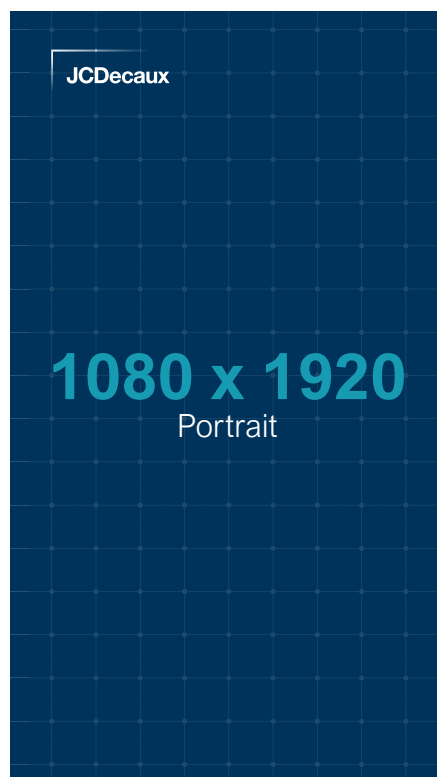


# Digital Technical Specifications

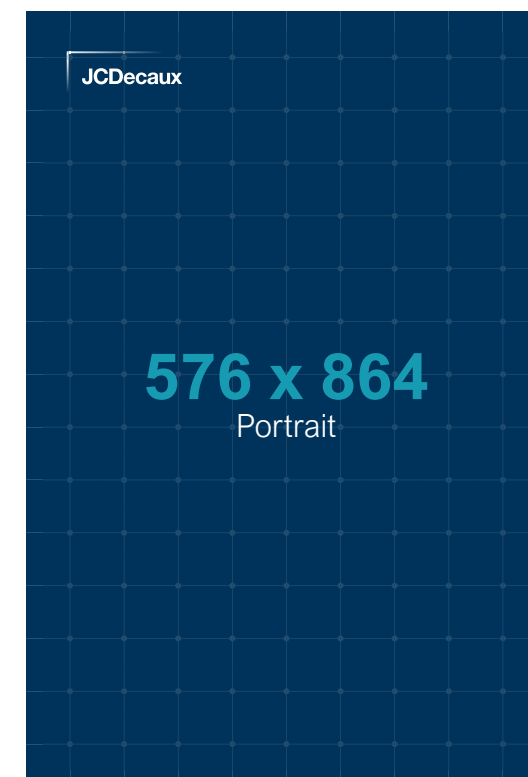
## Streamlined for simplicity and efficiency

### Digital 6-sheet Spec

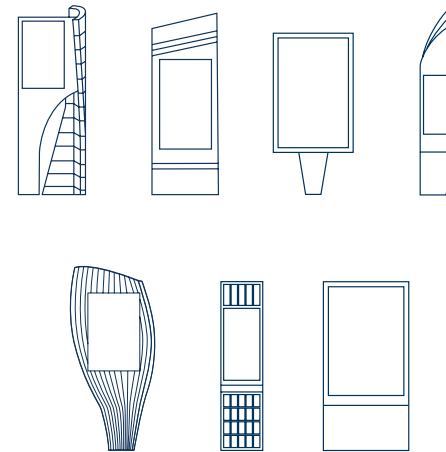


- Roadside Digital 6-sheet
- Mall Digital 6-sheet
- Rail Digital 6-sheet
- Tesco Digital 6-sheet
- Waitrose Digital 6-sheet
- Mall M-Vision
- Airport iVisions
- Airport Digital Totems
- Digital Airport Panels (DAPs)
- HEX DAPs
- Airport CAPs
- Heathrow Rail Motion

### Portrait Towers



#### 31 Towers including



EXEMPTIONS:  
The Holland Park Tower  
The M4 Tower

### Roadside Digital 48-sheet Spec



- Drive D48 Network
- The Lucozade Landmark (Outbound)

EXEMPTIONS:  
The Lucozade Landmark (Inbound)  
The Badge

### Roadside Digital 96-sheet Spec



- Old Street Roundabout
- The Edinburgh Arch
- Wandsworth Roundabout
- The Salford Arch
- Cromwell Rd - D400 (Inbound)
- The Trafford Arch
- Western Avenue Landmarks

EXEMPTION:  
The Kensington

### Rail Digital 48-sheet Spec



- Transvision
- Digital Special - Paddington Square
- Motion@LondonBridge
- Digital Special - Blackpool
- Digital Special - Euston Station

### Rail Digital 96-sheet Spec



- Motion@TheCity
- Digital Special - Waterloo
- Motion@BirminghamNewStreet

EXEMPTION:  
Motion@Waterloo

### Landscape Westfield Spec



- Westfield Digital Landscapes
- Westfield London Digital Spectacular

#### What we've done

We've reduced the number of different technical specifications to make supplying creative simpler and more efficient. Now 80+ of our formats can be covered by seven standard creative size groups.

#### Why we've done it

We work hard to overcome creativity being a barrier to Out-of-Home, these changes will make supplying creative for multiple formats more straightforward, efficient and cost effective.

#### What it means

You get faster, simpler planning with easier access to every opportunity in our digital portfolio, so campaigns can achieve more impact, in more places, with maximum consistency across every screen.

*Traditional bookings made under our previous specifications are unaffected and will play out as scheduled, but programmatic campaigns must adhere to new specifications from 11 May 2026.*

[For more information and full details of technical specifications, visit our website.](#)