JCDecaux

Digital Technical Specifications

Streamlined for simplicity and efficiency

For more information and full details of technical specifications, visit our website.

Digital 6-sheet Spec

JCDecaux

1080 x 1920
Portrait

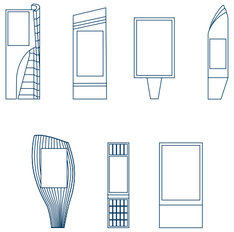
Roadside Digital 6-sheet
Mall Digital 6-sheet
Rail Digital 6-sheet
Tesco Digital 6-sheet
Waitrose Digital 6-sheet
Mall M-Vision
Airport iVisions
Airport Digital Totems
Digital Airport Panels (DAPs)
HEX DAPs
Airport CAPs
Heathrow Rail Motion

Portrait Towers Spec

JCDecaux

576 x 864
Portrait

31 Towers including



EXEMPTIONS:
The Holland Park Tower
The M4 Tower

Roadside Digital 48-sheet Spec

JCDecaux

612 x 306
Landscape

Drive D48 Network	The Lucozade Landmark (Outbound)

EXEMPTIONS:
The Lucozade Landmark (Inbound)
The Badge

Roadside Digital 96-sheet Spec

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1836 x 486
Landscape

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

EXEMPTION:
The Kensington

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.

Rail Digital 48-sheet Spec

JCDecaux

1440 x 720
Landscape

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

Rail Digital 96-sheet Spec

JCDecaux

1920 x 480
Landscape

Motion@TheCity	Digital Special - Waterloo
Motion@BirminghamNewStreet	

EXEMPTION:
Motion@Waterloo

Westfield Landscapes Spec

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1536 x 672
Landscape

Westfield Digital Landscapes	Westfield London Digital Spectacular

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.