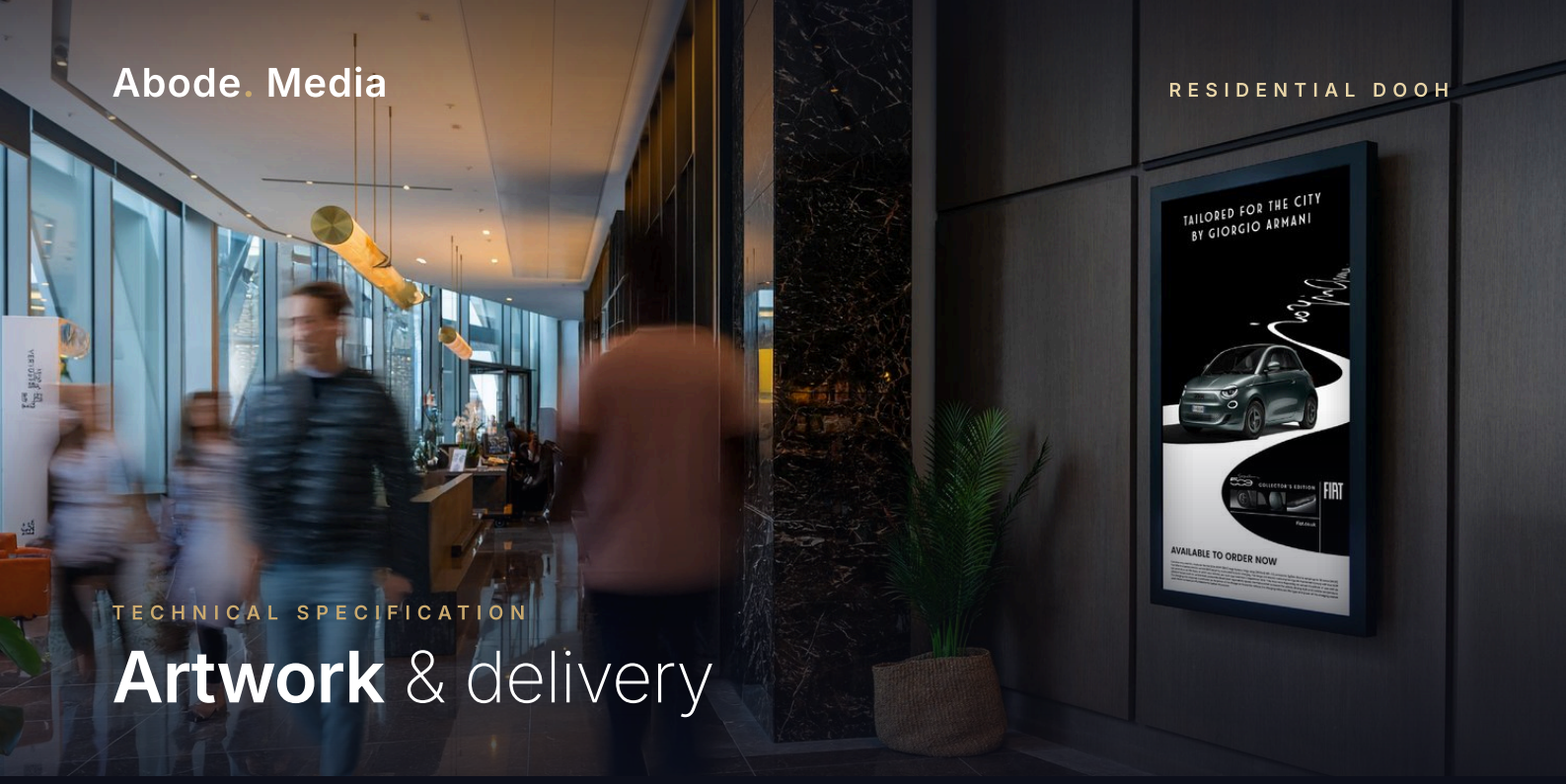


Abode. Media

RESIDENTIAL DOOH

TECHNICAL SPECIFICATION

Artwork & delivery

THE PLACEMENT

Your creative plays in the lobbies and shared spaces of residential buildings across the UK, most of them in London: an audience reached **where they live**.

FORMATS & PRODUCTION SPEC

PORTRAIT	**1080 × 1920 px**
LANDSCAPE	**1920 × 1080 px**
SLOT LENGTH	**10 seconds** — 5s available
FRAME RATE	24 fps
COLOUR	**sRGB, 8-bit** — not CMYK
VIDEO	.MP4 — H.264 & H.265, Rec. 709
PHOTO / STATIC	JPG, JPEG, PNG
DYNAMIC	HTML packages — see reverse





KEEP FILE SIZE LOW

There's no hard file-size limit, but keep files as small as possible — oversized files impact bandwidth and player performance.

APPROVAL

All creative is reviewed and approved before display, in line with ASA and Residential Media guidelines.

Creative assistance? Our team will help you get artwork right — support@abode-media.com

www.abode-media.com
35 Little Russell Street, Bloomsbury, London
WC1A 2HH

DYNAMIC CREATIVE · PORTRAIT & LANDSCAPE

HTML **package** specification

For animated or data-driven creative. Everything below keeps playback fast and reliable across the network. Static and full-motion MP4 follow the specification overleaf.

FORMAT REQUIREMENTS

- **Resolution** — 1080 × 1920 px (portrait) · 1920 × 1080 px (landscape)
- **Duration** — matches your booked slot (looped if applicable)
- **Frame rate** (if animated) — 24 fps
- **Colour** — sRGB; convert any embedded image out of CMYK

ACCEPTED FILE TYPES

- A **.zip** containing your HTML, CSS, JS and assets
- Must include an **index.html** at root level
- Keep the unzipped package as small as possible — preferably **under 2 MB**

DATA USAGE

For a **standard self-contained package**, to keep bandwidth and playback fast:

- Do **not** reference external assets (images, fonts, video, scripts) hosted on third-party servers or your own CMS
- All assets must be **locally hosted** within the package (self-contained)
- Avoid auto-updating content or looping API calls
- Minimise animation and large media files where possible

WHAT TO AVOID

- Embedded video unless compressed and stored locally
- Google Fonts, CDN links or web-hosted JS libraries
- Autoplay sound or interaction-based functions

These apply to self-contained packages — see **Live-data & DCO campaigns** for data-driven builds.

LIVE-DATA & DCO CAMPAIGNS

Data-driven creative is supported and runs on this network today. Agree it with us in advance and the following applies in place of the restrictions above:

- Your package **may call your own endpoint at runtime**
- The player exposes a unique **screen ID** and a **play** event at slot start, so a single package can resolve content per building across the whole estate — no per-site build
- **Cache and ship a fallback.** Connectivity varies by site, so a package must degrade gracefully
- Poll on a slow timer and keep the payload small
- Send us your **fallback and error codes** so we can verify on-screen playback during the flight

EXAMPLE STRUCTURE

```
your-package.zip
  index.html
  styles.css
  script.js
  image1.jpg
  logo.png
```

CREATIVE CONSIDERATIONS

- Design specifically for your target screen orientation — portrait or landscape
- Keep key messaging inside a **~100 px safe margin** on all edges
- Avoid fine detail or small text that won't read from a distance

SUBMITTING ARTWORK

Send your zipped HTML package or an upload link to **support@abode-media.com**. All creative is reviewed and approved in line with ASA and Residential Media guidelines before it goes live.