

Barclays Arena Hamburg Media Sheet



The Barclays Arena in Hamburg is home to a large number of static and digital advertising spaces. The following describes how content is designed for optimal use or how it must be delivered.

Please keep in mind that before your advertising can run on one of the advertising spaces, various work steps must be carried out in advance. Therefore, it is necessary to deliver all **digital formats at least 2 days before the desired date** of use.

In case of doubt, the Arena reserves the right not to show unsuitable files or content of quality or content.

Fasciboard (360°-LED-Board).....	3
Welcome Screens (LED Screens at the main entrances)	4
Arena TV (Concourse TV).....	5
Ad Screens (upright)	6
Mood Screens (LED Screens at the Carlsberg Bar)	7
Hamburg Airport LED-Mega Screen	8
Contact	9

Fasciaboard (360°-LED-Board)



The interior is equipped with a 360° band above the box ring. Static and animated advertising sequences can be played back on it.

Content

1. Resolution: 13.232 x 40 pixels
2. Color depth: 24 bit
3. Frame rate: 30 fps
4. Common video formats (mp4, wmv, mov...)
5. Duration: 15 seconds

There is no video interface.

If you do not have the opportunity to create static or animated content, we can connect you with our partner agency.

Welcome Screens (LED Screens at the main entrances)



4x Screens:

- Two 4.5m x 2.5m LED screens at the main entrances E1 and E2.
- One 3.5m x 2.0m LED screen at the main entrance inner bowl E3.
- One 2.4 x 1.4m LED screen at the main entrance VIP area E5

Animation: 10 sec

Content delivery:

1. All common video formats are usually possible (mp4, wmv, mov...)
2. Aspect ratio: 16:9
3. Spot length: 10 seconds
4. Graphics 1920x1080 in 72 dpi, as PNG, BMP, JPEG, or TIF file

Arena TV (Concourse TV)



In the circuits and in the boxes hang 16:9 flat screens. These TVs are separated from a separate System with a 16:9 signal.

200x Screens in public and VIP areas

Animation. 15 sec

Content delivery:

USB stick, hard drive, upload

Sizes

1. All common video formats are usually possible (mp4, wmv, mov...)
2. Aspect ratio: 16:9
3. Graphics 1920x1080 in 72 dpi

TV Channels

Up to 8 video signals can be modulated to the internal television system.

Content delivery:

1. FBAS signal + stereo signal, balanced-ground-free per channel
2. Live images as SDI signal in 4:3 or 16:9 (additional cost)

Ad Screens (upright)



Digital signage system in the main concourses (lower and upper bowl)

25x Screens at 75" each (upright)

Animation: 10 sec

Content delivery:

1. Create as 1080x1920px (portrait/upright)
2. Rotate -90° before export (counterclockwise)
3. Spot length: 10 seconds,
4. All common video formats are usually possible (mp4, wmv, mov...)

Please read all four points carefully and pay attention to them during the preparation in order to avoid additional work directly.

Mood Screens (LED Screens at the Carlsberg Bar)



12.5m² LED area at the columns to the left and right of the Carlsberg Bar in the lower tier at block U16

Animation: 20sec

Content delivery:

The playable area is 1280x640 pixels and the content must be created according to the **pixel mapping** shown here:



1. End format 1920x1080px (playable area 1280x640 with offset 100x100Px)
2. 60 fps
3. All common video formats are usually possible (mp4, wmv, mov...)
4. Spot length: 10-30 seconds

Hamburg Airport LED-Mega Screen



The LED wall is installed in the check-in area of Terminal 2 at Hamburg Airport.

1x Screen at 12 sqm

Animation: 20 sec / 17 hrs per day

The LED wall does not have a loudspeaker system. It is not possible to play sound.

Content delivery:

1. 1024x640 pixel
2. All common video formats are usually also possible (mp4, wmv, mov...)
3. Graphics 1024x640 in 72 dpi

Contact

Barclays Arena Hamburg

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... see you soon at the Barclays Arena Hamburg!

Appendix: Regulations for the use of the LED strip at events in the Barclays Arena-Hamburg

The following provisions regulate the binding requirements for the presentation of advertising measures on the LED board of the Barclays Arena Hamburg at sports, music and show events.

The management of Barclays Arena Hamburg reserves the right to modify or supplement these implementing provisions at any time for objective reasons, in particular due to current technical developments.

§ 1 Principles

1. In principle, any advertising measures on LED boards may under no circumstances lead to a disruption of the operation of the game at sporting events, in particular to a negative impairment of the players, the referee, the assistant referees and/or the spectators in the arena and in front of the television sets. If, contrary to this principle, certain advertising sequences or the sequence of several advertising sequences lead to an immediate disruption of the game operation or the TV transmission, the led board can be switched off immediately on the instructions of the arbitrator, the arbitral tribunal or a person responsible for the respective organizer.
2. In particular, the colours of the advertising sequences, the brightness of the LED boards or the advertising sequences and/or the animation of advertising messages must be designed in such a way that they do not adversely affect the TV image quality or distract players, referees and/or spectators from the game.
3. In cases of doubt, a test version must be submitted to Barclays Arena Hamburg in advance for coordination and approval.

§ 2 Contents

1. All content and statements with a political or religious background as well as defamatory, racist, pornographic, violence-glorifying and/or sexist content and/or statements are prohibited. In particular all unsportsmanlike content that discredits, for example, players, referees, coaches, functionaries and/or their own or other clubs is prohibited.
2. During the game, the playback of video/TV material (e.g. game scenes, commercials, etc.) is not permitted.
3. An advertising or gang sequence may change a maximum of once within 30 seconds. Each advertising sequence must last at least 10 seconds.

§ 3 Movements

1. Within an advertising sequence, changes of direction must be minimized (e.B. horizontal and/or vertical changes of direction and/or swinging from front to back). Scrolling shall be moved counterclockwise.
2. When changing the advertising sequence, only vertical movements (analogous to the rotating board) and fade-in/fade-out effects are permitted. Alternatively, the advertising sequences may also be placed directly one after the other. In all cases, however, when changing the advertising sequence, any color jumps from light to dark and vice versa must always be minimized (see also § 5.3) and a "harmonious" and "jerk-free" change must be ensured.
3. The horizontal speed of movement shall not exceed 1,5 metres per second.
4. The vertical speed of movement shall not exceed 1,0 metres per second.

§ 4 Effects/Animations

1. Fade-in and fade-out effects within an advertising sequence are only permitted if a minimum service life of 2 seconds is guaranteed for all font and/or image motifs. Flashing displays (more than two consecutive fade-in and fade-out effects) are not allowed.
2. The basic setting and the respective adjustment of the brightness of the LED strips must always be made in coordination with the production managers responsible for the production of the basic signal, so that the TV image quality as a whole is not restricted at any time.
3. The use of special effects that lead to a sudden change in the brightness and/or color of advertising messages or of individual parts of the Weber message (e.B. by flashing) is expressly not permitted.

§ 5 Colors/Contrasts and Sizes

1. The degree of saturation (radiance) of the colour white shall not exceed 70 %.
2. The sequence of advertising sequences shall be harmonised in such a way as to minimise as far as possible the colour jumps from light to dark and vice versa. In the context of harmonization, the so-called color fan (sequence of light colors to dark colors and vice versa) is decisive.

§ 6 Compliance with the implementing regulations

1. Barclays Arena Hamburg monitors compliance with these implementing regulations.
2. Should a partner violate the provisions, Barclays Arena Hamburg is entitled to remove him from the presentation at any time and to request compliance with the provisions of these implementing regulations.