

Accor Stadium Digital Assets Guide

2025



Core Digital Asset Specification

LED – Field Of Play

On Field display LED: 240 meters
Display Resolution: 24 000px x 96px

Field Of Play	2048 x 96
East	12 288 x 96
North/South	6144 96

For ‘tiled’ content, to be repeated across the display, please provide:
2,048 x 96 for the North and South Runs (content will be repeated 3 times)
2,048 x 96 for the East (content will be repeated 6 times)

If preferred, a single 2,048 x 96 piece can be provided, this will be slightly ‘squashed’ on the North and South displays, this can be done automatically by the playback software.



Core Digital Asset Specification

LED – Perimeter Fence

Display Resolution: 34 384px x 80px
This is made up of 5 sections, divided by vomitories and the main tunnel/bench area, section breakdown is:

Perimter Fence	2478 x 80
West (North)	2640 x 80
West (North)	2592 x 80
North	10 208 x 80
East	9836 x 80
South	10 256 x 80

For content to be ‘mapped’ to the entire display, please provide a single file 34 484px x 80px

For ‘tiled’ content, to be repeated across the display please provide a single piece 2,478 x 80px



Core Digital Asset Specification

LED – Level 3 LED

‘Native’ or ‘Mapped’ content

Level 3 LED	2048 x 96
West	18 560 x 80
North	8464 x 80
East	18 560 x 80

West Starts at 0 (SW) – ends at 18560 pixels
North starts at 18560 – ends at 27024 pixels
East Starts at 27024 ends at 45584 (SE) pixels

Tiled content

This can be supplied at 2,048 x 96 - (can use existing FOP content). The tiles will be scaled to fit.



Core Digital Asset Specification

LED Output

Output (for all file types)	
Preferred Codec	h264
Wrapper:	mp4 or .mov
Static Format:	JPEG or PNG
Resolution:	72dpi
Safe area	No
Frame Rate	50fps
Aspect ratio:	1.0 (square pixels)
Duration:	30 seconds



LED Content Guidelines

To make the maximum use of your LED perimeter signage keep creative simple, bold and clean

Content should adhere to the following guidelines. Should the content submitted be deemed as unsuitable, we will ask that it be re-submitted so that it adheres to our guidelines.

All content requires the approval of Venues NSW.

For creative best practice please see below:

- Make use of contrasting colours to ensure logos & messages have maximum legibility
- Text & messages should be concise with a clean legible font & spaced evenly
- Utilise the total width & height available
- Horizontal logos work better than vertical versions
- Using the maximum pixel height to ensure your message is legible, there is no safe zone
- All moving objects should appear to seamlessly to move off one edge and appear on the opposing edge to create the appearance of objects moving simultaneously
- No flashing or fast moving animation that distracts from in game or non-event day activity
- Limit unbranded time - keep brand or logo on most of the time to maximise exposure
- Avoid blank areas that waste space
- Use contrasting colours such as light text & logos on a dark background
- If using a scroll please keep speed to 1 pixel per frame
- Use short messages for maximum exposure
- Avoid thin or complicated fonts

Keep it simple! Most often the simplest messages and animations are the most effective.



Core Digital Asset Specification

Great Southern Screen

Configuration	Width x Height (px)
Full Screen Take Over	9184 x 756
Full Screen Take Over + Side Bar	8270 x 756
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Resolution	72dpi

Full Screen Takeover - 9184 X 756



Full Screen Takeover with Side Bars - 8270 x 756



Core Digital Asset Specification

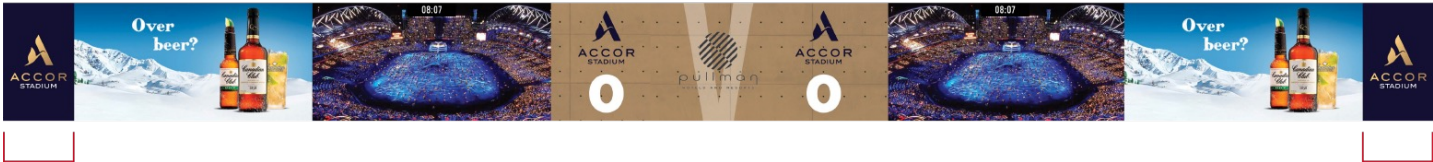
Great Southern Screen

Configuration	Width x Height (px)
Footage Window	1530 x 756
Commercial Window	1530 x 756
Side Bars	457 x 756
Scoring Window	2150 x 756
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Resolution	72dpi

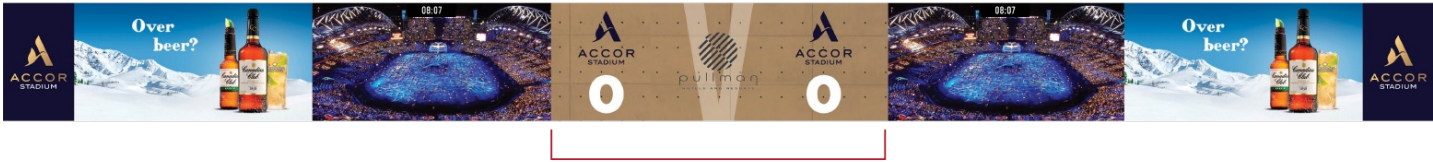
Footage Window & Commercial Window - 1530 x 756 each window



Side Bars - 457 x 756



Scoring Window 2150 x 756



Core Digital Asset Specification

Great Southern Screen

Configuration	Width x Height (px)
TVC Window 2	3060 x 756
TVC Window 2 + Side Bar	3517 x 756
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Resolution	72dpi

TVC Window 2 - 3060 x 756



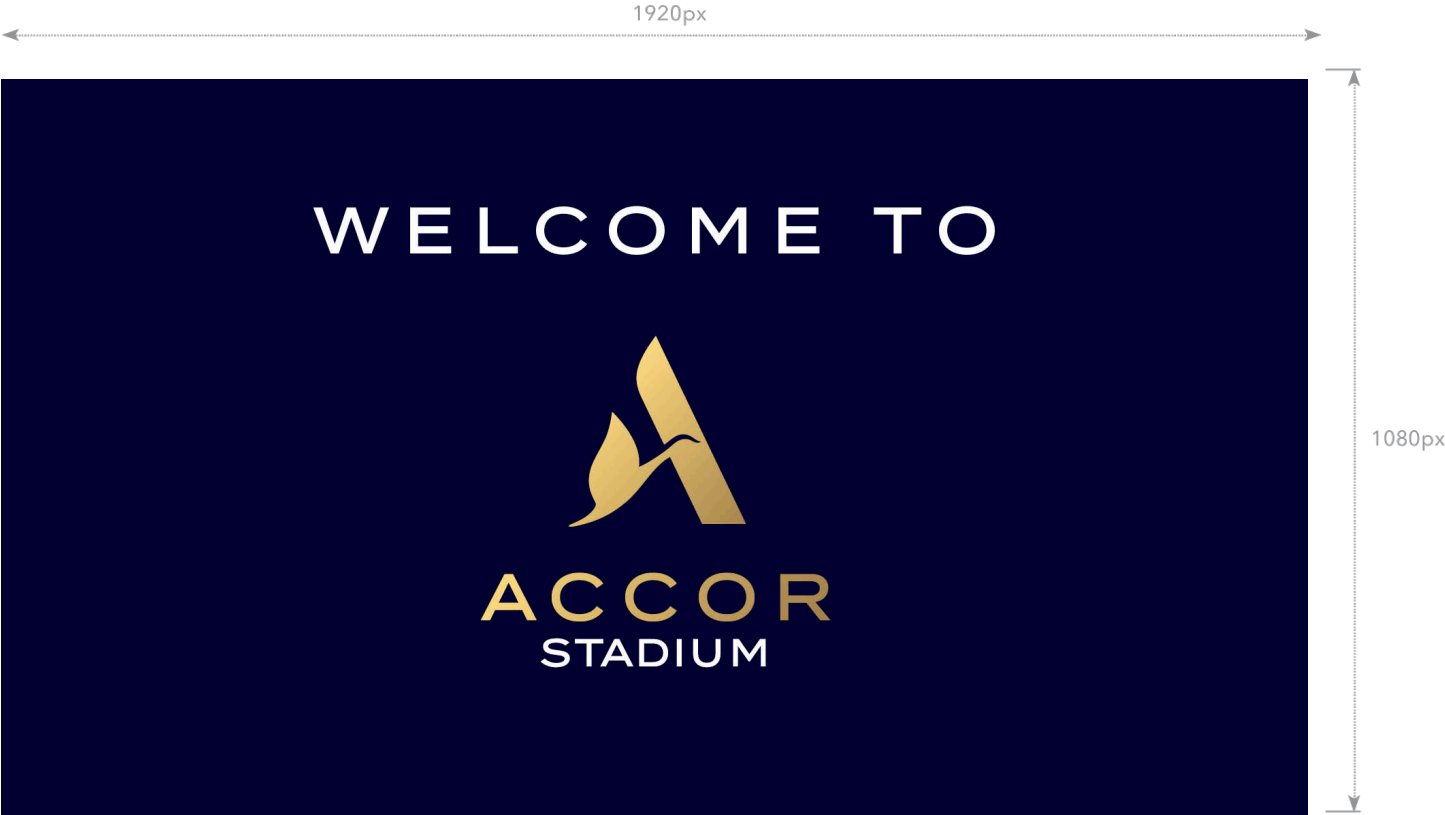
TVC Window 2 + Side Bar - 3517 x 756



Core Digital Asset Specification

North East Video Screen

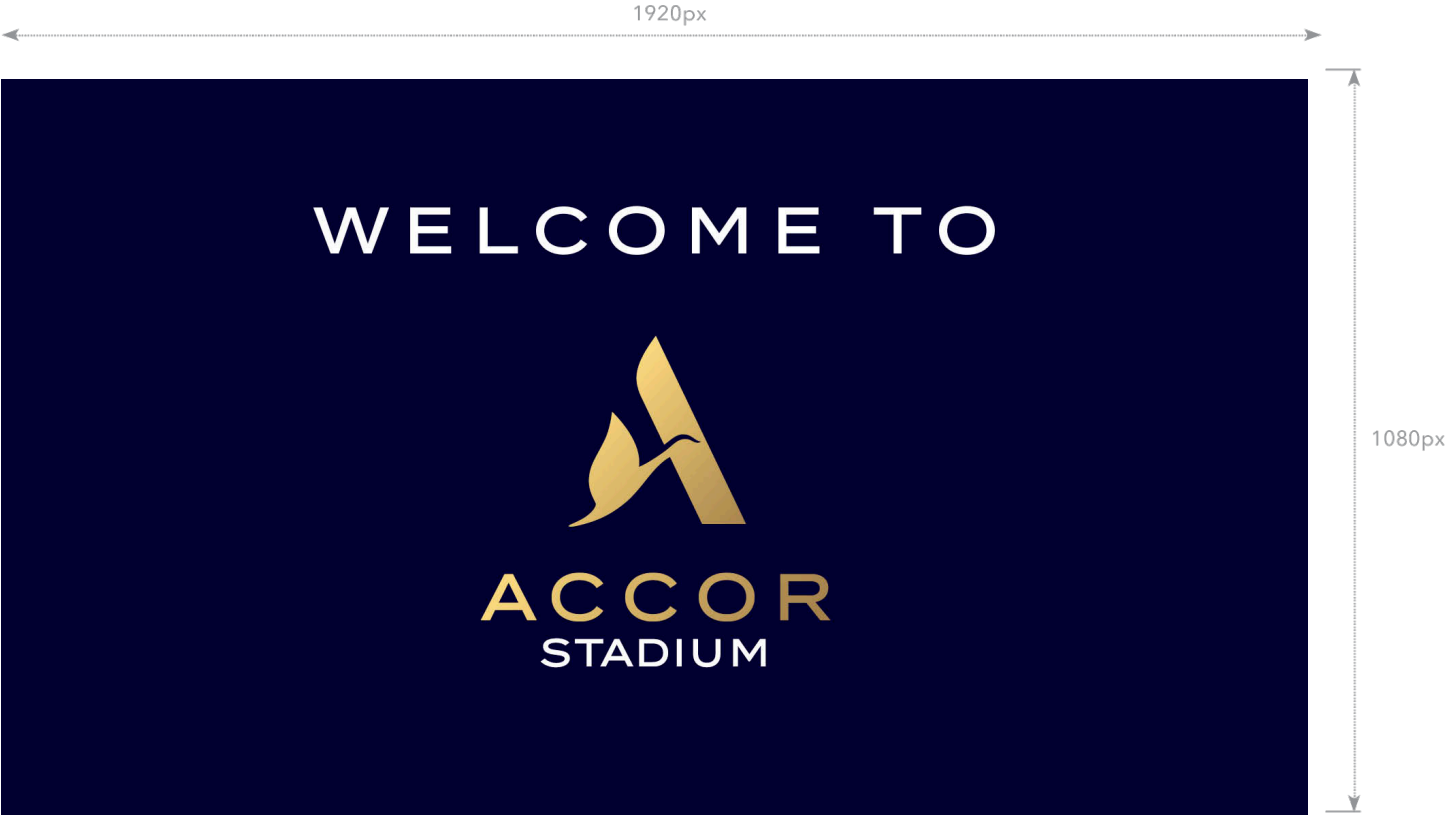
Basic	
Frame Size	1920px x 1080px (16:9)
Resolution	72dpi
Still	
Format	PNG / JPG
Colour Mode	RGB
Safe Area	No
Aspect Ratio	1.0 (square pixels)
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Resolution	72dpi
Safe Area	No
Aspect Ratio	1.0 (square pixels)
Audio	AAC Audio



Core Digital Asset Specification

IPTV – Fullscreen

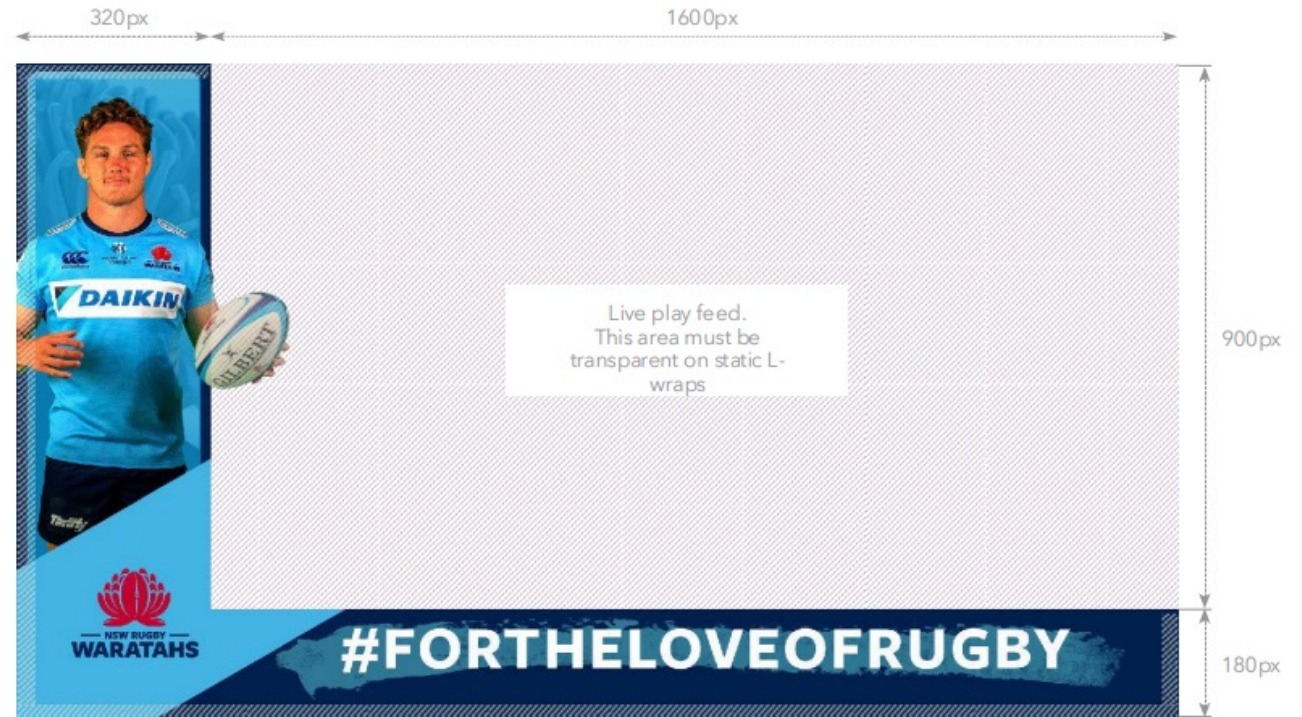
Basic	
Frame Size	1920px x 1080px (16:9)
Resolution	72dpi
Still	
Format	PNG / JPG
Colour Mode	RGB
Safe Area	No
Aspect Ratio	1.0 (square pixels)
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Resolution	72dpi
Safe Area	No
Aspect Ratio	1.0 (square pixels)
Audio	AAC Audio



Core Digital Asset Specification

IPTV – LWrap

Basic	
Frame Size	1920px x 1080px (16:9)
Resolution	72dpi
Safe Area	1890px x 1050px
Image Area	As shown
Format	PNG
Colour Mode	RGB
File Restrictions	Under 3mb. Transparent background. Do not interlace. Do not embed colour profile.



- Denotes 15px exclusion area. Text and other important information should not be placed within this area.
- Denotes live play feed. This area must be transparent on static L-wraps.



Core Digital Asset Specification

Point of Sale Screen

Basic	
Frame Size	1024 x 600
Resolution	72dpi
Image Area	As shown
Format	JPG
Colour Mode	RGB





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