

Allianz Stadium Digital Assets Guide

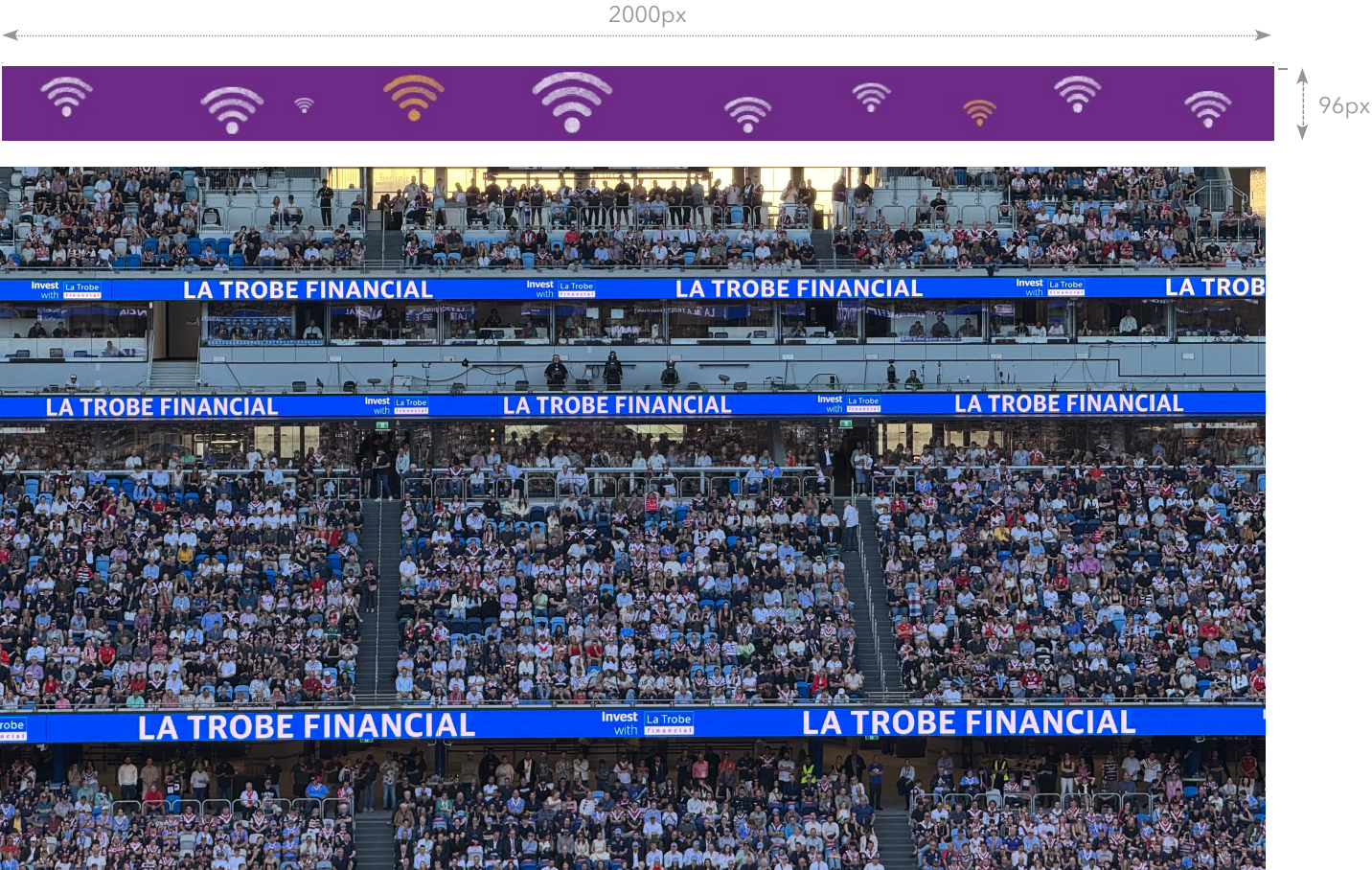
2025

For more information contact content@venuesnsw.com

Core Digital Asset Specification

LED

Basic	
Frame Size	2000px x 96px
Visible Ratio	2000px x 96px
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	NA
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.

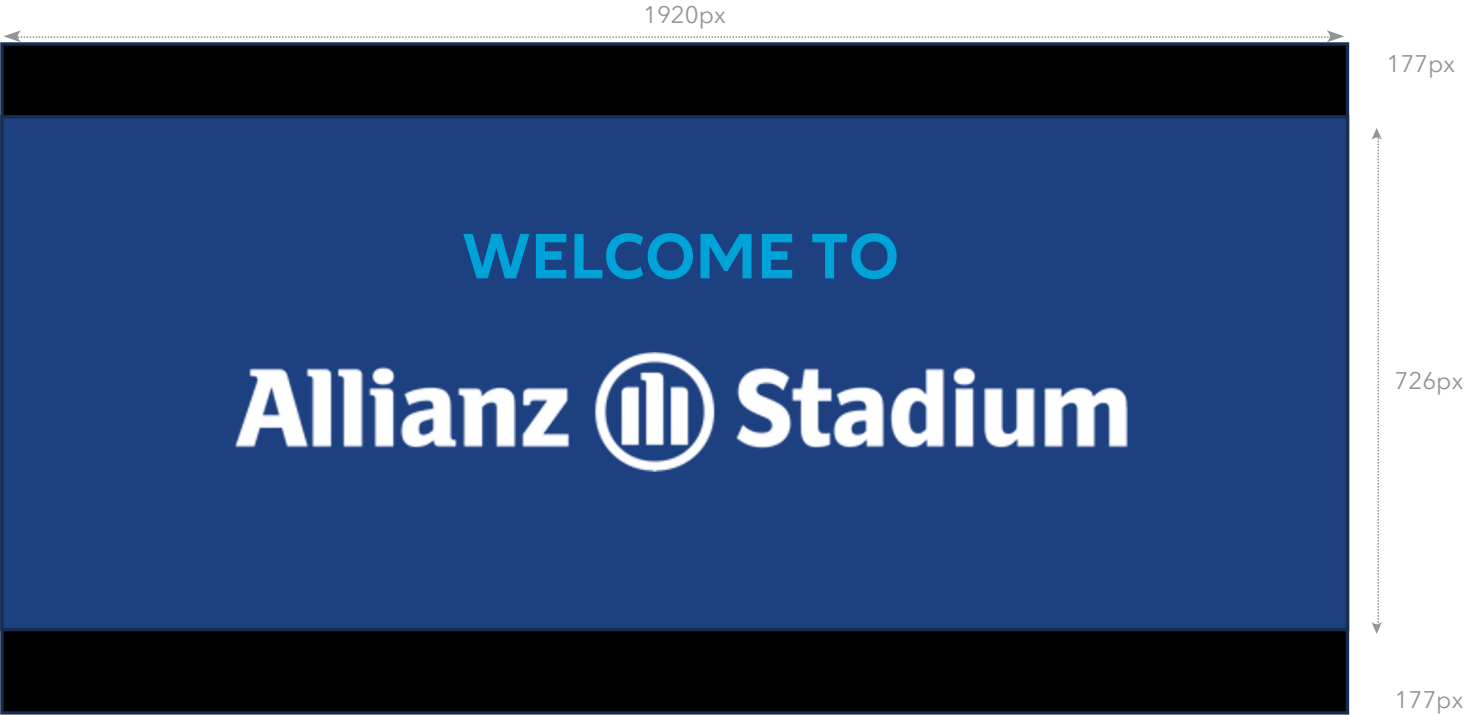
Keep it simple! Most often the simplest messages and animations are the most effective.



Core Digital Asset Specification

SuperScreens

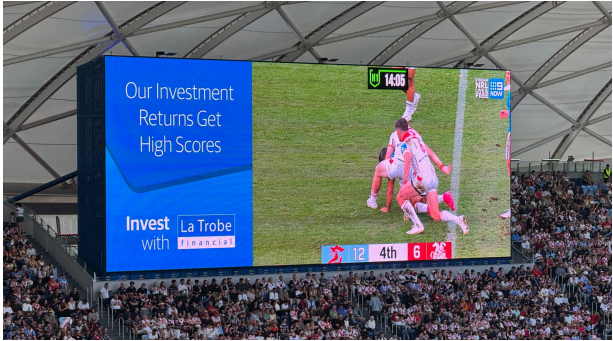
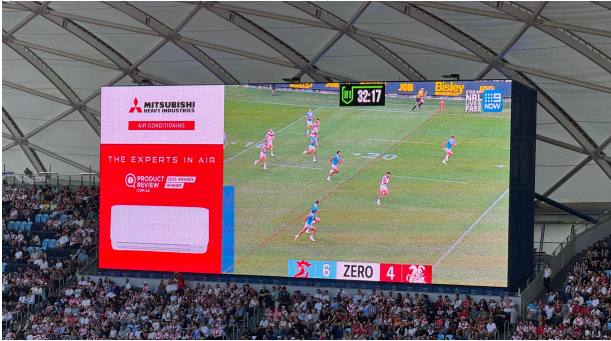
Basic	
Frame Size	1920px x 1080px (16:9)
Visible Ratio	1920px x 726px (24:9)
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	30 secs
Field Order	Progressive
TV Standard	PAL
Level	4:1
Bitrate	CBR 50Mbps
Audio	Uncompressed Stereo 48kHz 256kbps



Core Digital Asset Specification

SuperScreens – Side Bar

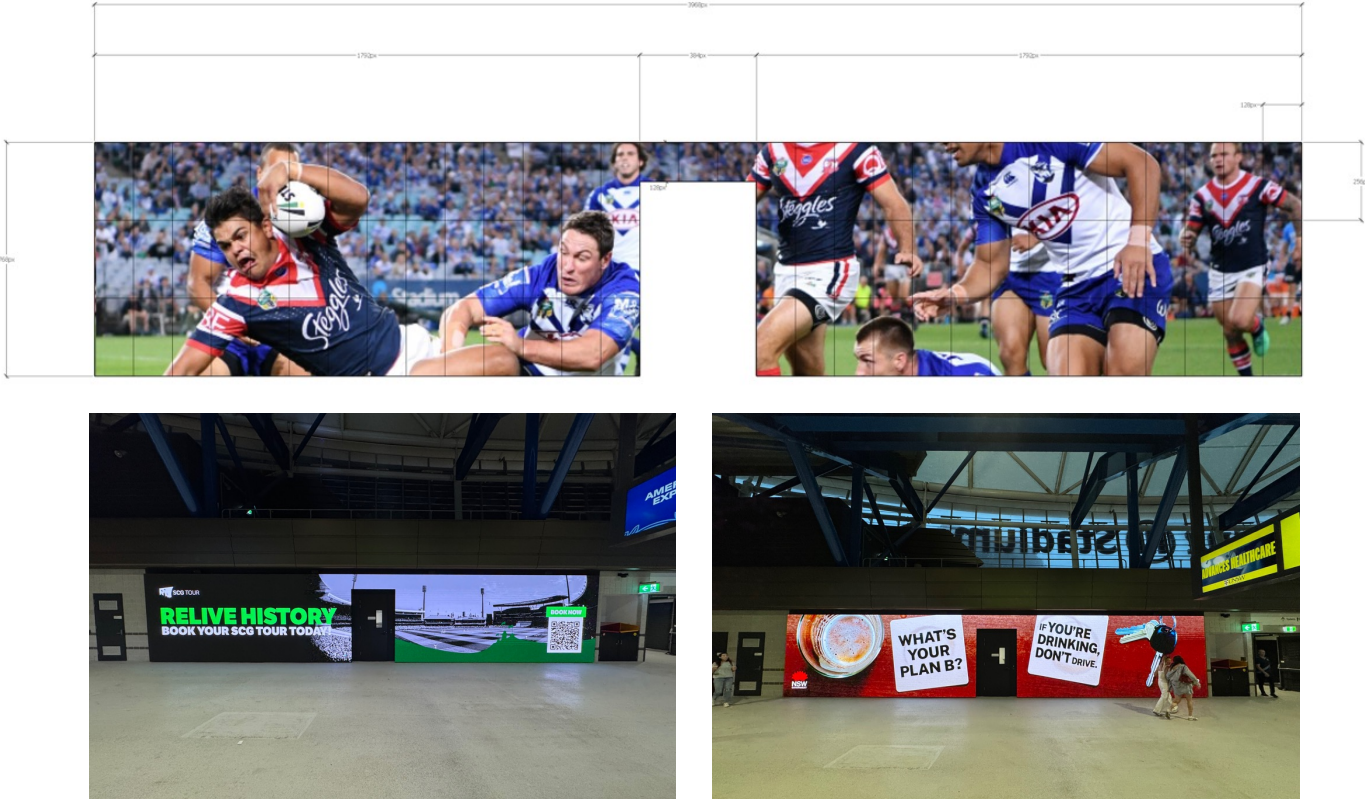
Basic	
Sidebar Size	630px x 726px
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	30 secs
Field Order	Progressive
TV Standard	PAL



Core Digital Asset Specification

Wonderwall High Definition Content Screen

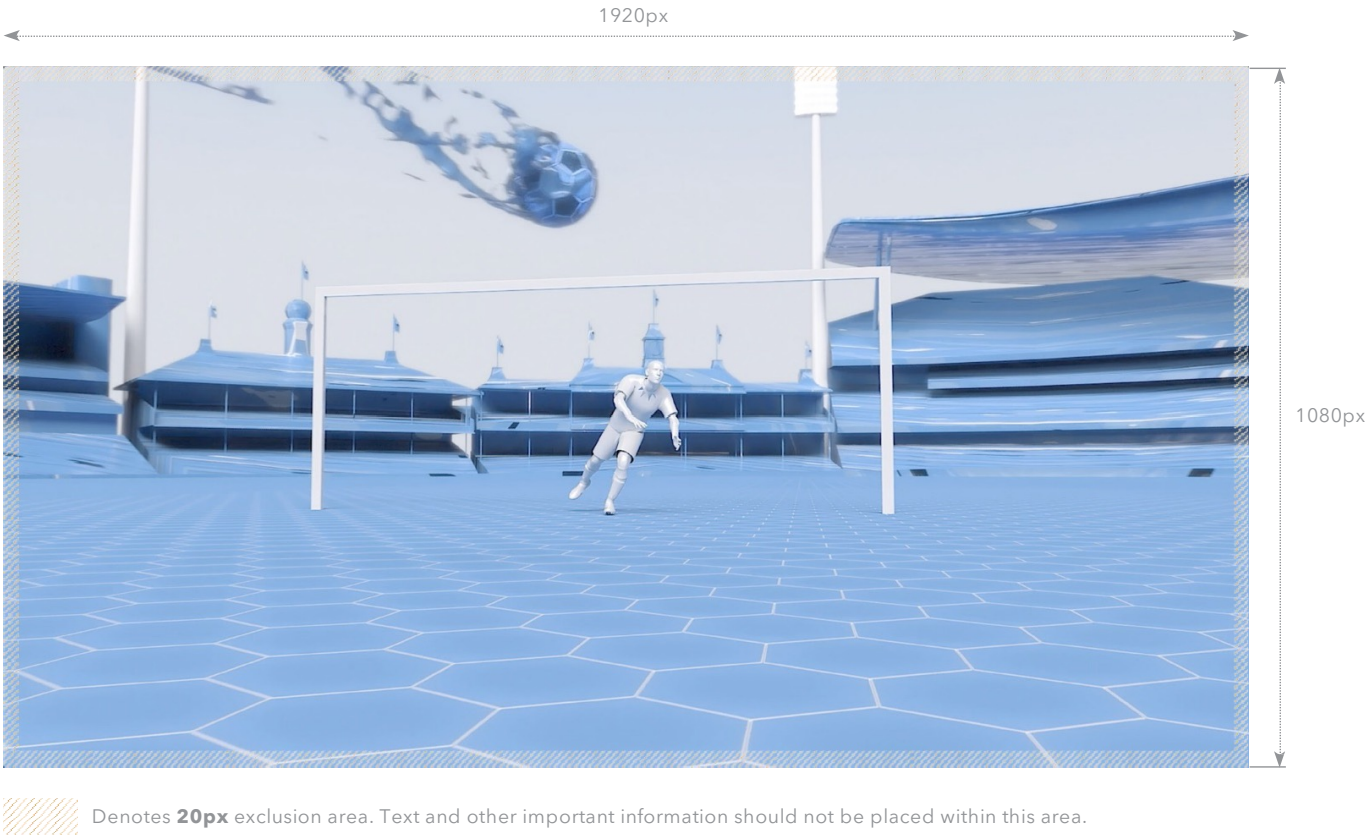
Basic	
Total Dimensions	3968px x 768px
Safe Area (Centred)	2500mm H x 1500mm W 384px x 128px
Physical	15500mm x 3000mm
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Bitrate	CBR 50Mbps
Audio	NA unless exclusive booking Audio Technician required



Core Digital Asset Specification

IPTV Full Screen

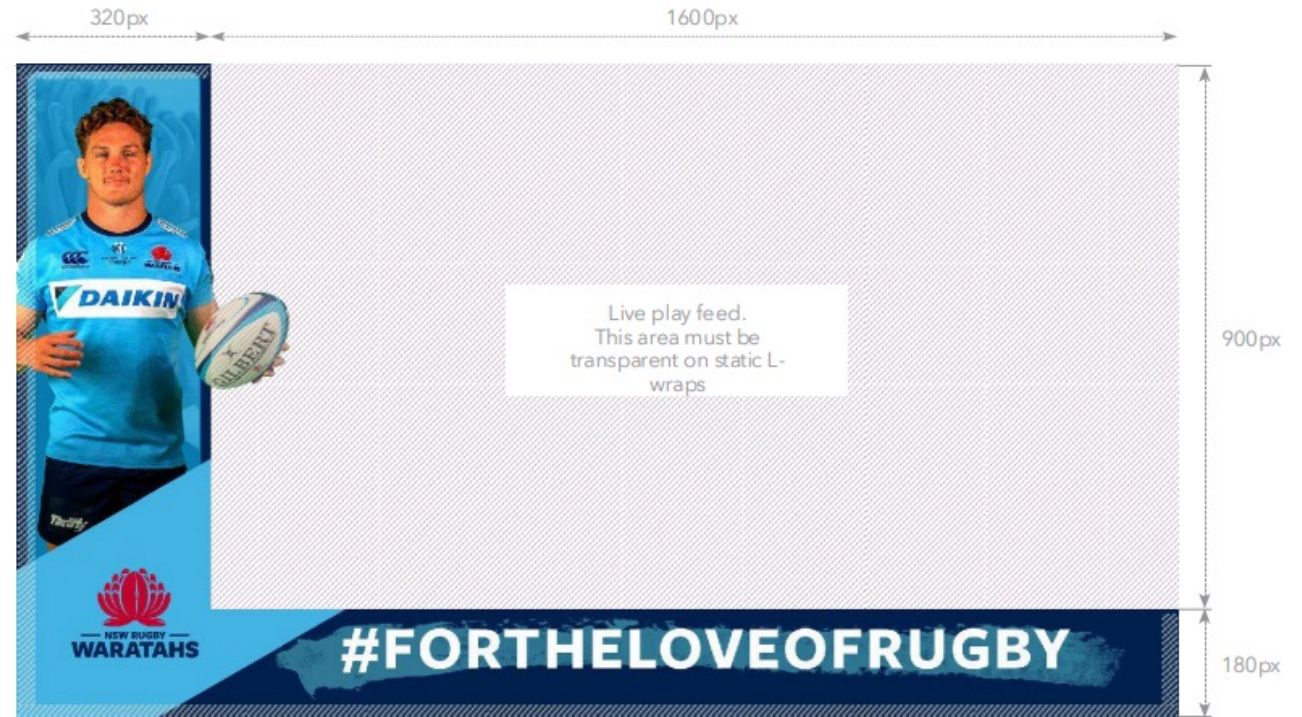
Basic	
Frame Size	1920px x 1080px (16:9)
Visible Ratio	allow 20px border
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	NA



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 Screens

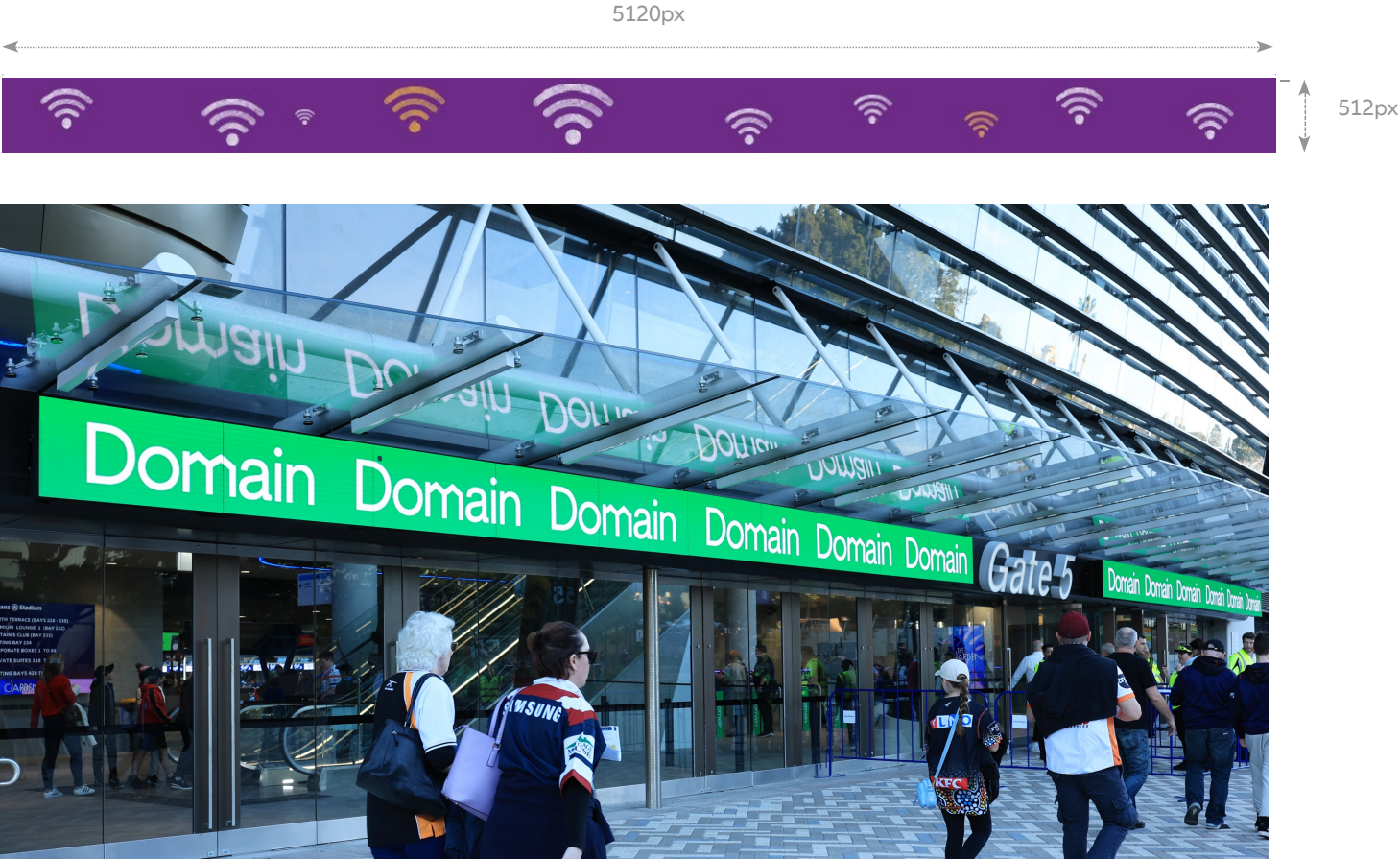
Basic
Frame Size
Visible Ratio
Still
Format
Colour Mode
Video
Codec / Format
Frame Rate
Duration
Level
Bitrate
Audio



Core Digital Asset Specification

Gate LED

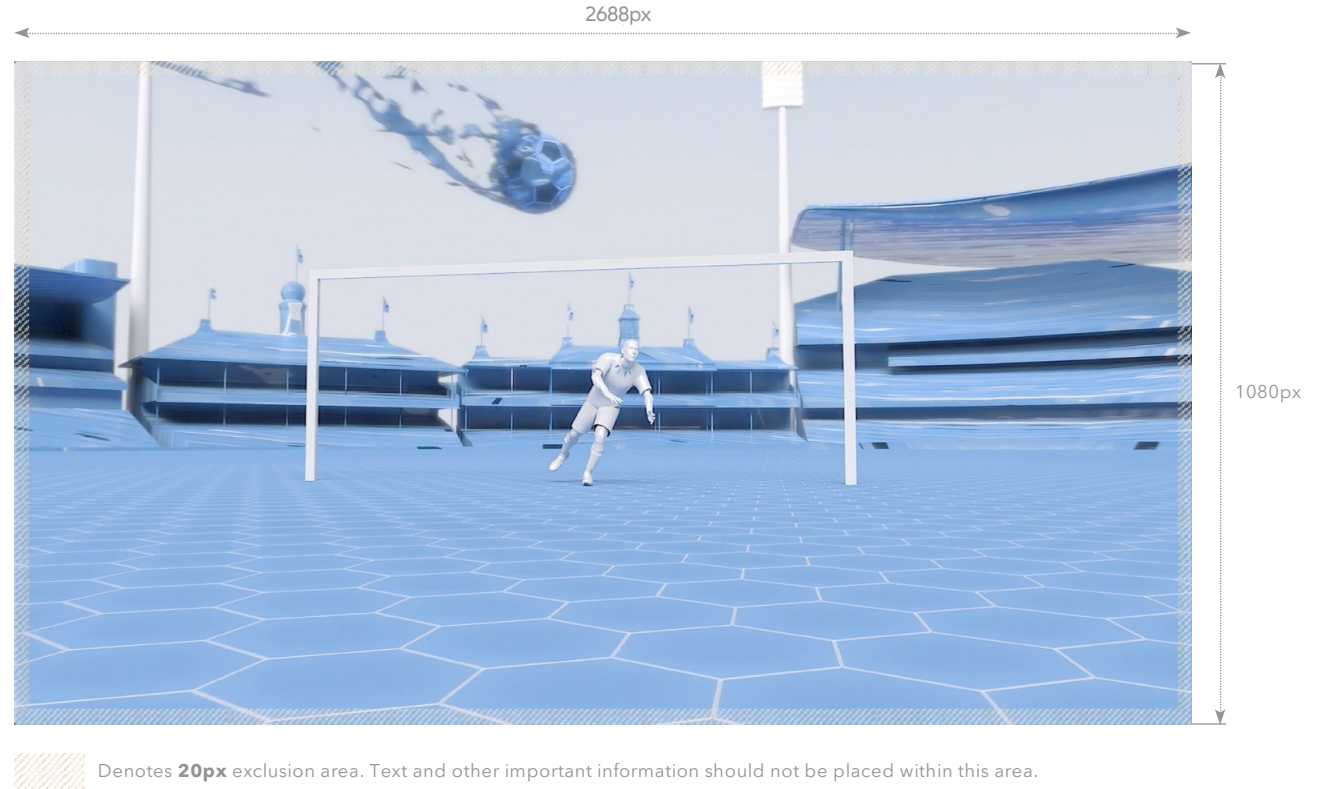
Basic	
Frame Size	2000px x 96px
Visible Ratio	2000px x 96px
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	NA
Duration	30 seconds



Core Digital Asset Specification

Gate 8 Video Wall

Basic	
Frame Size	2688px x 1080px
Visible Ratio	allow 20px border
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	N/A



Core Digital Asset Specification

Precinct Blades

Basic	
Frame Size	182px x 364px
Visible Ratio	allow 20px border
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	N/A

Allianz  **Stadium**

a proud part of
venues.
new south wales