

# HYGH. Mediadata 2025.

## The Matchpoint for Your Campaign.

With HYGH, you can book your outdoor advertising affordably, quickly, and flexibly. Democratic and transparent – 100% dynamic, all across the city. Offering the widest reach at the best value for money in the market. Simply book through our programmatic platform or directly with your personal advisor.





# Say Hi, to HYGH.

Achieve your advertising goals through digital campaign placement in public spaces. Targeted audience-specific advertising and automated delivery enable efficient communication across all HYGH networks. From central city locations and premium 5-star hotels to impressive LED walls and modern elevator displays, HYGH allows you to reach your audience precisely where they are—at various touchpoints. It's time for outdoor advertising to become as smart as an online campaign on Google or Facebook.

## There are many good reasons to choose HYGH.

- One format for all networks
- No minimum booking volume
- Spontaneous booking and content delivery
- Flexible campaign design
- Fixed and transparent CPM structure
- Free campaign reports
- Free proof-of-play images
- Support with content creation
- Free use of multiple assets
- No additional fees





# HYGH Networks.

## City Network

Our 55-inch displays are in highly frequented locations in urban areas.



Number of Displays:  
**1,800+**

Range:  
**220 M.**  
Contacts per week

Booking modality:  
**From 1 day**

Price:  
**From €12.00**

## POS Network

Attract more attention through targeted advertising at the point of sale.



Number of Displays:  
**850+**

Range:  
**42 M.**  
Contacts per week

Booking modality:  
**From 1 day**

Price:  
**From €4.00**

## Premium Network

The classy appearance on Berlin's most famous shopping mile. Show yourself at Ku'Damm.



Number of Displays:  
**150+**

Range:  
**50 M.**  
Contacts per week

Booking modality:  
**From 7 days**

Price:  
**From €140.00**

## Elevator Network

Exclusive partner, Schindler elevators. Residential, office buildings and hospitality segment.



Number of Displays:  
**750+**

Visibility:  
**7 M.**  
Contacts per week

Booking modality:  
**From 1 day**

Price:  
**CPM from €11.00**



# HYGH Networks.

## Luxury Network

Exclusivity meets visibility: Reach your target audience in the best hotels in the country.



Luxury Hotels:

9

Booking modeality:

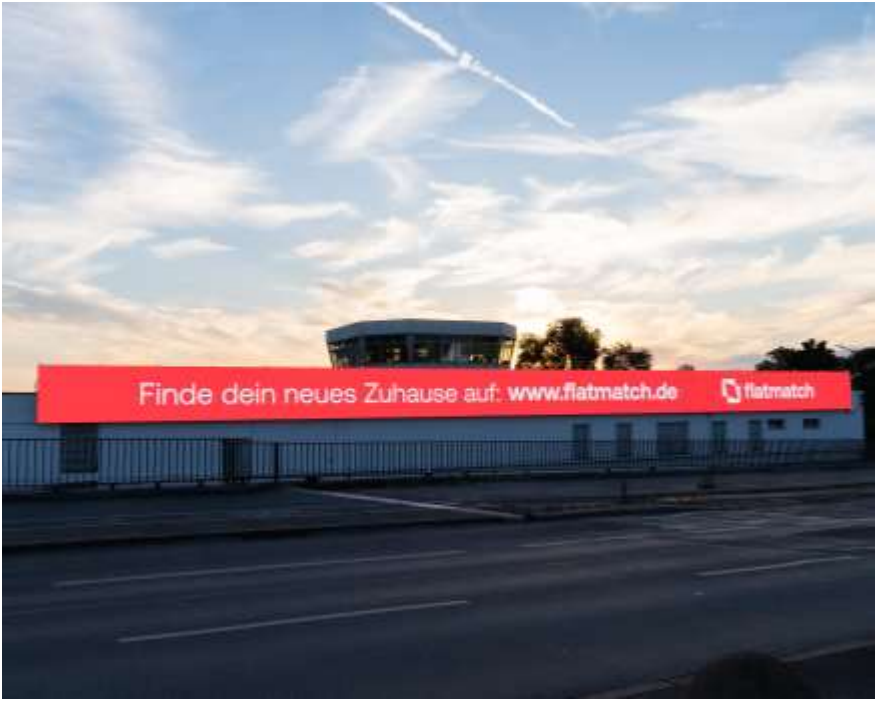
From 1 month

Price per Month:

From €1.200

## LED Mega Wall

Big screen experience: Our 80m² LED banner, turns your ad into a blockbuster.



Number of Displays:

1x 80 m² LED Wall

Booking Modality:

On request

Price per Month:

From €5.999

## The Center Berlin

Germany's first Full Motion 3D LED screen. Exclusively with HYGH.



Highlight:

1x 257 m² 3D LED Screen

Booking Modality:

From 1 month

More Details:

On request



# City Network.

Maximum presence, right in the heart of the city – with 100% motion visuals.



## Strategic Placement

The city locations are hubs for diverse target groups, providing a platform to engage people with a variety of interests in the midst of a vibrant urban atmosphere.

## Digital and Dynamic

By utilizing our digital displays, each of which can be individually controlled, our clients achieve maximum attention with 100% dynamic content.

## Targeted Communication

Direct audience targeting is made possible through the integration of data-driven targeting. This allows target groups to be reached efficiently and with minimal waste in the upper funnel.

## Flexibility and Relevance

With programmatic bookings, our campaigns respond to current trends and results in real time. Content remains relevant and can be delivered dynamically.



# City Network.

## DOOH it like that.

The City Network offers advertisers both creative and performance-optimized solutions to achieve their advertising goals. Whether for increasing visibility, branding, acquiring new customers, or targeted customer engagement, the City Network is an efficient and high-reach tool in the marketing mix, delivering motion content without limitations.

Cities

12

Berlin / Hamburg / Munich / Cologne / Frankfurt /  
Stuttgart / Düsseldorf / Dortmund / Essen /  
Leipzig / Bremen / Hannover

Range

220 M.

Contacts per week

Number of Displays

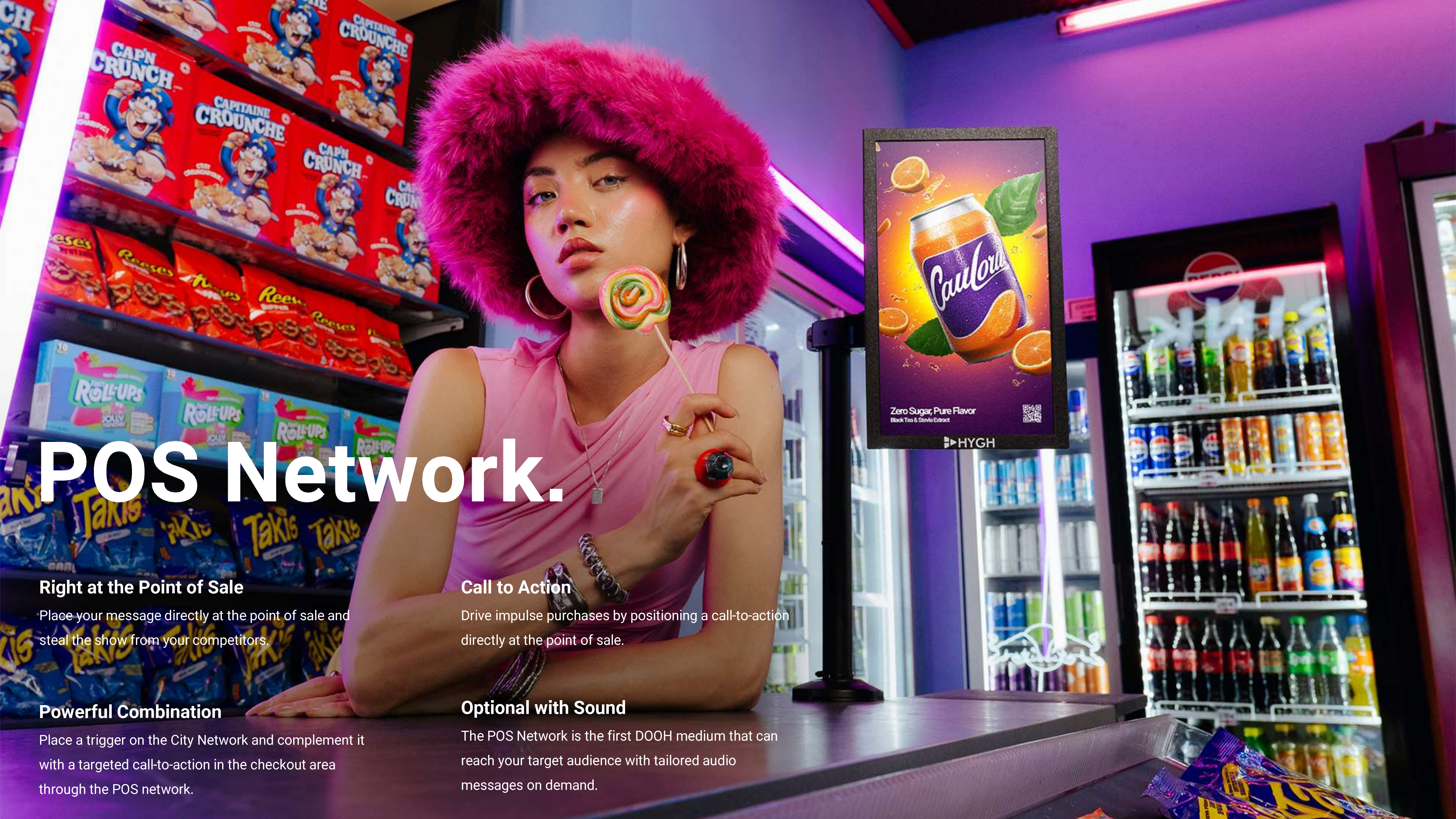
2,000+

55" Digital Hi-Res Displays

Source: Performance values according to DMI Public & Private Screens Study.







# POS Network.

## Right at the Point of Sale

Place your message directly at the point of sale and steal the show from your competitors.

## Powerful Combination

Place a trigger on the City Network and complement it with a targeted call-to-action in the checkout area through the POS network.

## Call to Action

Drive impulse purchases by positioning a call-to-action directly at the point of sale.

## Optional with Sound

The POS Network is the first DOOH medium that can reach your target audience with tailored audio messages on demand.





# POS Network.

Advertising at the decisive point.  
The point of sale.

The POS Network offers your brand countless possibilities:  
Dynamic campaign design, always 100% moving and optionally  
supplemented by sound and frame. Use creative elements that will  
be remembered. Benefit from minimal wastage thanks to  
prominent placement in the checkout area.



Cities

9

Berlin / Hamburg / Munich / Cologne / Frankfurt /  
Stuttgart / Düsseldorf / Dortmund / Hannover

Range

42 M.

Contacts per week

Number of Displays

850+

13" Digital Hi-Res Displays



# Premium Network.

## Berlin's Walk of Fame for Premium Brands.

The HYGH Premium Network features over 50 glass showcases along Kurfürstendamm, equipped with high-quality 46" Samsung displays. With approximately 6,000 visitors per hour, Berlin's Kurfürstendamm is an absolute hotspot.

City  
**Berlin**  
Kurfürstendamm

Range  
**50 M.**  
Contacts per week

Number of Showcases  
**50**  
46" Digital Hi-Res Displays

Source: Performance values according to DMI Public & Private Screens Study.





# Premium Düsseldorf.

Königsallee.  
Be seen, where exclusive shopping is a tradition.

The HYGH displays at Königsallee 22, in direct proximity to Montblanc, Bulgari, Tiffany, and Bucherer, are positioned in an exclusive pavilion. They are strategically placed on the sides of the pavilion to directly engage passersby. Moving image is not possible.

City  
**Düsseldorf**  
Königsallee

Range  
**5,000**  
Pedestrians per hour

Number of Displays  
**2**  
65" Digital Hi-Res Displays

Source: Performance values according to DMI Public & Private Screens Study.





# Elevator Network.

## Smart communication on all levels.

Schindler Elevators as the exclusive partner for your message. Reach your customers in residential buildings, office complexes and the hospitality sector. Your advertising is displayed between relevant building information, news and the weather. High-quality 32-inch displays, all of which are installed in state-of-the-art Schindler elevators, are used for this purpose.



Cities

12

Berlin / Hamburg / München / Köln / Frankfurt /  
Stuttgart / Düsseldorf / Dortmund / Essen /  
Leipzig / Dresden / Bremen

Range

7 M.

Contacts per week

Number of Displays

750+

Digital Hi-Res Displays





# Luxury Network.

Reach your target audience in Germany's most exclusive hotels.

The Luxury Network offers the unique opportunity to make your brand shine in Germany's most exclusive hotels – where luxury meets maximum attention and your message reaches the right audience.

Cities

6  
Berlin / Munich / Cologne / Düsseldorf / Wiesbaden / Tegernsee

Luxury Hotels

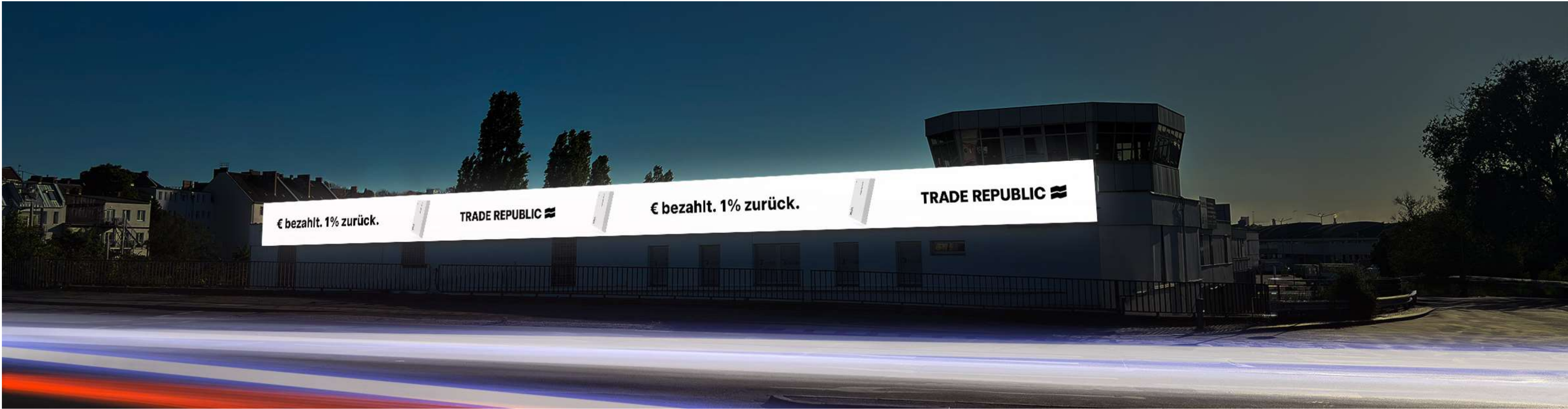
Breidenbacher Hof / Hotel de Medici / Grandhotel Bensberg / The Charles Hotel / Nassauer Hof / Seehotel Überfahrt / Mandarin Oriental / Schlosshotel Berlin / China Club

Locations

9  
5 Star Hotels







# LED Mega Wall of Berlin

## 40 x 2 Meters – 80m<sup>2</sup>

In the heart of Berlin, a new 40-meter-long LED wall shines. Located next to the Berlin wholesale market and surrounded by two highway exits, an S-Bahn station, and two bus stops, it reaches approximately 2.4 million contacts per month: 1.6 million drivers, 270,000 pedestrians, and 530,000 public transport users.

No suitable content? No problem!  
Our team is ready to develop the perfect advertising message for you. Contact us now for a consultation – we will definitely find a solution!

### Data Sheet for Self-Delivery

Size	9600 x 480 Pixels
Framerate	60 fps
Length	15 - 30 Seconds
Footage	mp4, mov
Color space	RGB
Animations	Subtle
Font size	≥ 1/3 Total height of the band



# The Center Berlin. Expected Q2 2025.

## Germany's First Full-motion 3D LED Screen.

Germany's first 3D screen will be located in the newly designed center in Berlin Mitte. Potsdamer Platz and the center form a new, modern hub in the capital. A special highlight will be the impressive 257-square-meter 3D screen, which offers unlimited creative possibilities and knows no restrictions.





# The Center Berlin.

From Advertising Poster to Art Object:  
How a Display Becomes a Magnet for the Public.

City  
**Berlin**  
The Center, Potsdamer Platz

Displaysize  
**257 m²**  
3D LED Screen

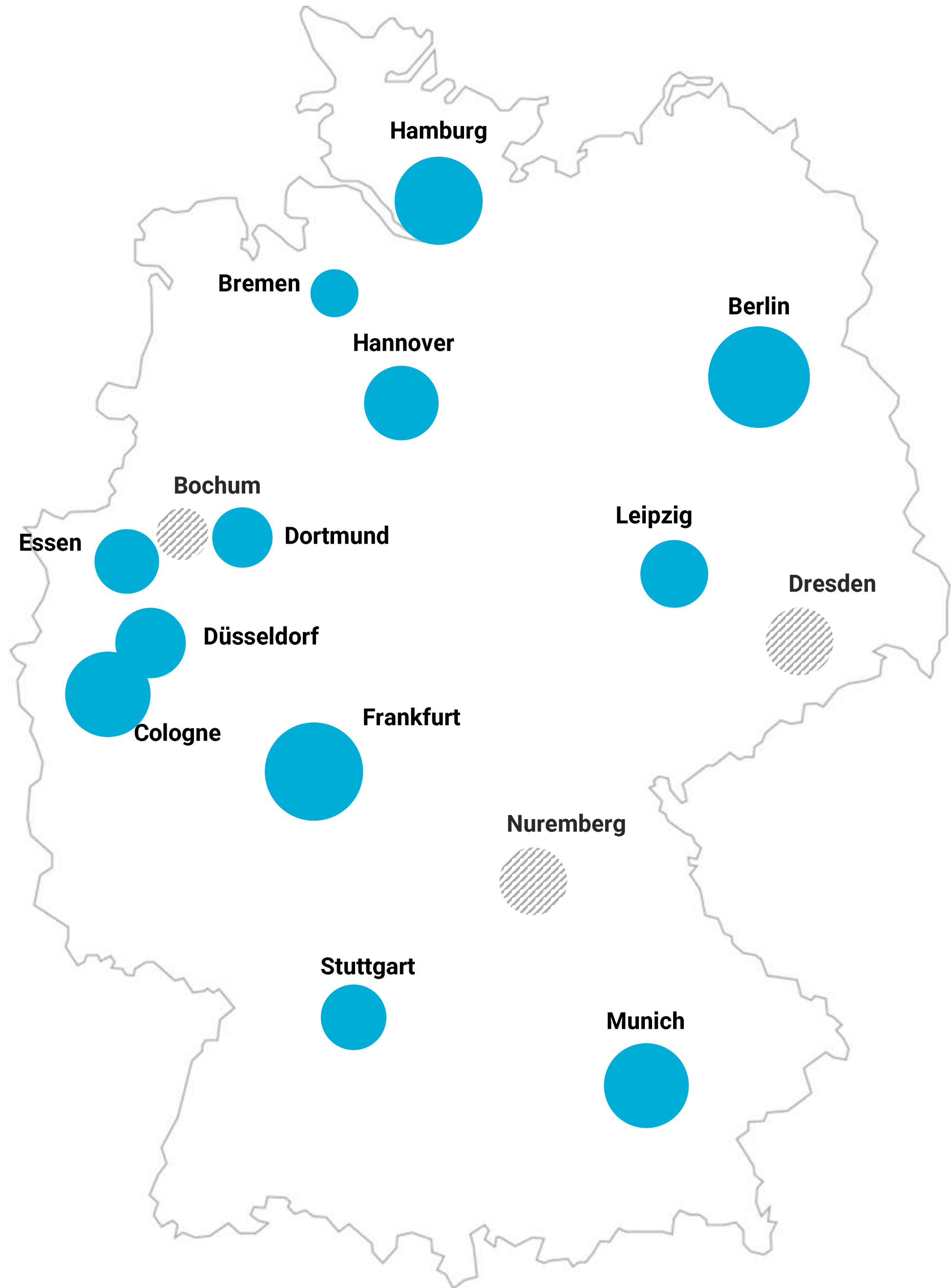




# More Cities, More Action: We Continue to Expand.

## Our Display Network is growing throughout Germany.

New touchpoints are created daily, offering our advertising partners effective opportunities for audience targeting. Additionally, we are expanding our network in pharmacies, gas stations, malls, and many other storefronts, allowing our clients to advertise even more precisely. Starting in 2025, we will also expand our network to the cities of Bochum, Nuremberg, and Dresden, creating even more reach and flexibility. The expansion in both existing and new cities forms the foundation for a comprehensive network for high-reach and intelligent campaigns in public spaces.



[Click here for the current overview of HYGH displays.](#)



# Programmatic Buying.

## Targeting Possibilities.

**Audience:**

- Adsquare
- Mastercard
- Geo Audiences

**Context:**

- Live Weather Data
- Cynapsisinteractive

**Geo-Targeting:**

- POI or POS Selection

**Re-Targeting:**

- Spotify
- GLS
- Social Out of Home

**Measurements:**

- Brandlift Study
- Footfall-Analysis
- Uplift Measurement

## DSPs which HYGH is bookable with:

Active Agent

SAGE + ARCHER  
A VISTAR MEDIA COMPANY


LOCATRICS®

Blindspot

PLATFORM 161


scoota.

theTradeDesk

Splicky  
Smooth Mobile Advertising

HAWK

Hivestack

StackAdapt

adform

Book programmatically.  
Decide for more than  
one message.

Make every  
weather to  
your advantage.





# Advertise programmatically. With success parameters.

## Weather Trigger

The live weather data forms the basis for a dynamic and relevant campaign.



## Weather

Temperature / Rain / Snow / Air humidity / Pollen count

## Traffic & Travel

Traffic / Time to destination / Accidents / Timetables

## Selective Playout

100% dynamic campaign in terms of budget, time and place of playout.



## Health & Beauty

Good and bad hair days / Allergies / Sinus headaches

## Lifestyle

Soil moisture / Barbecue season / Running conditions / Events

## DOOH Screens

Playing out the right advertising message at the right time, to the right target group, in the right place.



## Sport

Matches / A specific team / Player scoring a goal / A win

## More

Fuel prices / Hotel occupancy / Finances



Brandlift Study

Mobile survey compared with a control group for measuring various uplifts against pre-defined KPIs.

Footfall-Analysis

Measurement of in-store visitors and comparison with a control group based on the DOOH campaign.

Data evaluation

Success measurement for target audience reach of a DOOH campaign based on mobile data.



# DOOH Measurements.

Our measurements provide a detailed overview of campaign successes based on various uplifts. This allows DOOH campaigns to gain more insights and measurability beyond traditional performance metrics and reporting.

CPM  
**Until €1.50**

Consider fixed CPM MBV.

The minimum booking volume is 2 million gross contacts. From €50,000 (N/N/-), the TKP is only €1.00. From €75,000 (N/N/-), the TKP is only €0.50. From €100,000 (N/N/-), we offer a free implementatin of the BLS.



# Targeted Advertising Through Retail Media.

**Place your advertising exactly where your product is being sold.**

Spotlight your product with HYGH. With 100% motion advertising, you ensure maximum attention. Outshine your competition and direct customers to your product. Take advantage of Retail Media directly at the point of sale.

- Direct placement next to your product
- Motion advertising for maximum attention
- Targeted advertising to boost sales
- Optimized ROI (Return on Investment) through measurable results





The HYGH Agency.



We're Digital  
Display Jockeys.

No Content? No Problem.

The HYGH Agency helps you create an effective advertising clip for the HYGH Network in an uncomplicated and stress-free way. Specialized in advertising in public spaces, we are the perfect partner for customized advertising for every budget.



# The HYGH Agency.

## As easy as 1-2-3.

### Mini

- Print campaign 9:16
- Photo animation
- Text animation
- A change loop

€900.00

### Standard

- Supporting video content (stock)
- Motiongraphics
- Storytelling
- High quality animation
- A change loop

€1,800.00

### Premium

- Supporting video content
- Motion graphics
- Storytelling
- High quality animations
- We write your texts
- Two change loops

€2,600.00

### Individual Offer.

Would you like a clip including video production or elaborate 3D product visualizations?

Just contact us personally and let us create your individual offer.





# The HYGH Agency. Services.

After a successful campaign, our clients receive professional assets. For smaller budgets, we produce high-quality image photos, while for larger budgets, we also create an image video. We provide professional teams and book extras to ensure that the videos and images can be used legally and without concerns for further use.

## Image-Films

- Professional Cameramen
- Professional Equipment
- Paid Extras and Models
- Licensed Music

## Image-Fotos

- Professional Cameramen
- Professional Equipment
- Paid Extras and Models

Hier geht es zu einer kleinen Auswahl von Imagefilmen:

[Sierra Tequila](#)

[Trade Republic](#)

[Coca-Cola](#)





# Best Cases. Social Demographic Targeting.

## Language Targeting.

Language Targeting allows companies to tailor their marketing strategies to the needs and interests of a specific language group, leading to higher relevance and better resonance. By using a language that the target audience understands, the message can be communicated more clearly and precisely, enhancing the brand's credibility. Therefore, Language Targeting is a crucial factor for the success of marketing efforts and strengthening customer loyalty.





# Measurable Campaign Success.

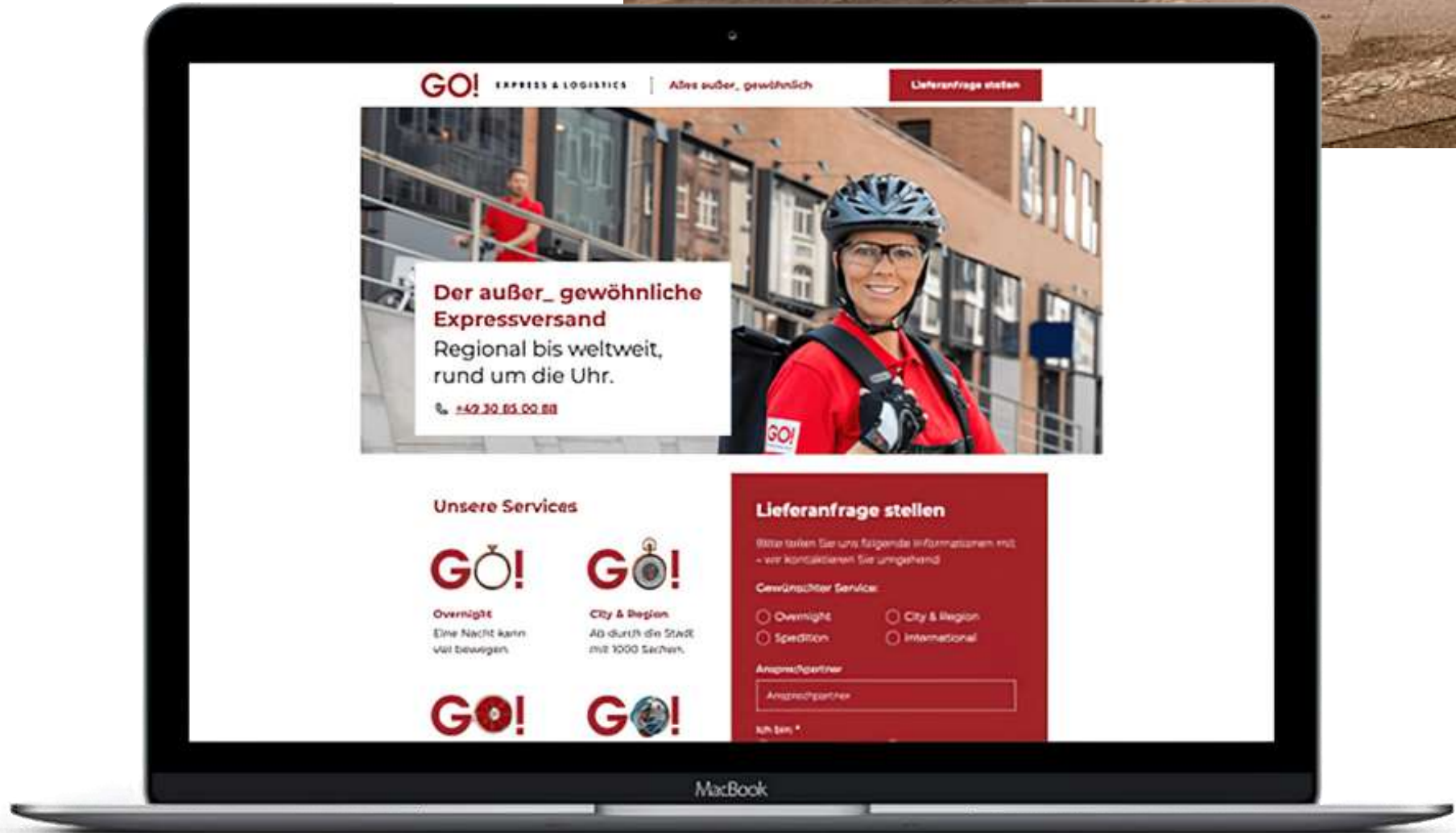
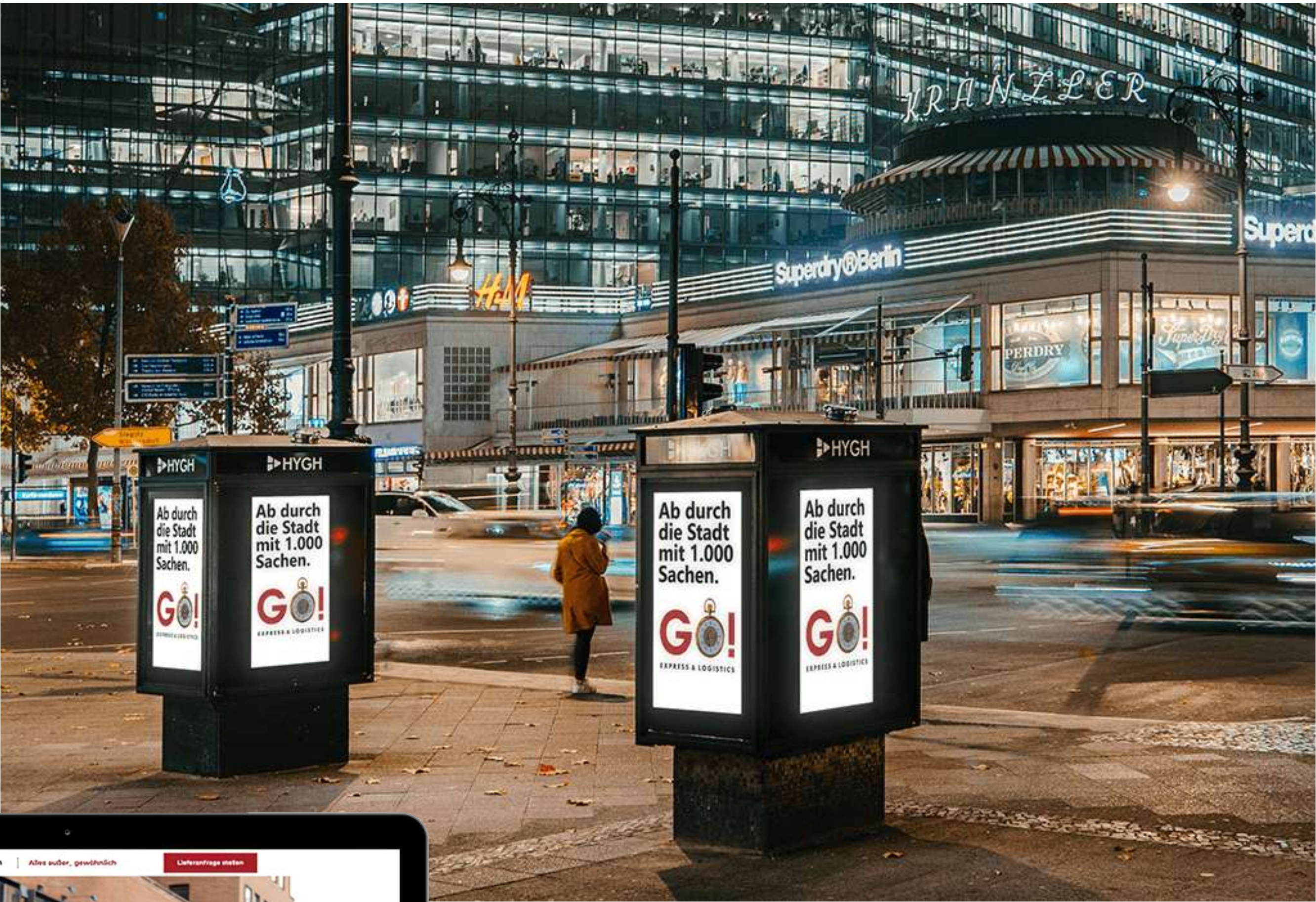
Analyze your campaign at HYGH and improve the effectiveness of your brand strategy.

A linked landing page made the success for our customer "GO! Express & Logistics" measurable. The HYGH Agency took over the conception and production of the campaign. GO! achieved a proven 200% increase in new customers within 4 weeks of the campaign launch.

**Brandlift Study**  
Subsequent evaluation of the relevant KPIs, based on a mobile survey.

**Footfall Measurement**  
Measurement of advertising contacts based on mobile data in the vicinity of the stores.

**Individual Tracking Options (Landingpages)**  
Using individually created URLs and the appropriate landing page, we can precisely track the success of the campaign.



The success of GO! Explained in a minute:  
[Click here for the GO! Casefilm](#)



# DOOH meets Audio. Spotify Case.

Cross-media advertising, Spotify audio, and Digital Out of Home combined in one campaign. DOOH serves as a reach medium to convey advertising messages to a broad target group and simultaneously as a basis for targeted audio messages. This way, we effectively reach our advertising contacts on two channels.



DOOH screens form the basis as a reach medium for expansion into the audio world.

Results:

An increased willingness to use Wolt for future orders led to a **141% uplift**. Among frequent Wolt users, an **uplift of 120%** was recorded. In addition to a **43% ad recall**, **brand sympathy** also **increased to 81%**.



DSP as a programmatic interface, connects the outside world with precise audio messages.

# Seeing and hearing. Two senses, two channels. Combined into one powerful medium.

[Click here for the Wolt x Spotify Casefilm](#)

[Click here to read the W&V Article](#)



Advertising contacts from the outside world are reached again with the appropriate audio message.



# Best Cases. Fanta – Happy Halloween.

Highest Visibility,  
Live Content & Sound.

Fanta staged a unique live experience event at the Mall of Berlin for Halloween. Visitors were surprised by exciting activities at Happy HOLOWEEN, and the unforgettable spooky moments were captured on camera. The recorded material was projected as a huge hologram above the bus and transmitted to HYGH displays in public spaces within minutes.

To increase brand awareness, the display locations were additionally branded with Fanta branding, and in the checkout area, POS displays with spooky frames and accompanying eerie sound were placed. The mega event reached a total of **13.4 million gross contacts** and left a lasting impression on the visitors.

[Click here for the FANTA Casefilm](#)





# Best Cases. Hyperlocal Campaign.


N26 shows how hyperlocal advertising works.

Together with N26, we played out 12 different motifs in the different districts of Berlin and advertised individually in each neighborhood. This enabled us to reach the target groups in the best possible way.



**Endlich eine Karte, die zu deiner Karre passt.**

Die Bank, bei der Premiumkonto wirklich Premium ist. N26 Metal - mit Mastercard aus Edelstahl in Carbonschwarz.





**Wenn du gern wartest, geh zum Bürgeramt.**

Die Bank, mit der du sofort loslegen kannst. Konto in 8 Minuten. Mastercard sofort aufs Smartphone.






**Echt langsam: M29. Echt schnell: N26.**

Die Bank, mit der du sofort loslegen kannst. Konto in 8 Minuten. Mastercard sofort aufs Smartphone.





**Wenn du öfter im Ausland bist. Spandau oder so.**

Die Bank, die ihre Konten deinem Lifestyle anpasst. Entdecke N26 You mit Reiseversicherung inklusive.





**Du bist nachtaktivist. Wir haben Dark Mode.**

Die Bank, die zu deinem Lifestyle passt. Alle Bankgeschäfte, wann und wie du willst.





**Ständig Projekte, aber sparen gehört nicht dazu?**

Die Bank, die sparen leichter macht. Mit Spaces, den praktischen Unterkonten für deine Sparziele.





**Patchwork? Works.**

Die Bank für gemeinsames Banking. Mit Shared Spaces gemeinsam sparen und ausgeben.

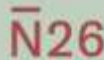




**Auch ohne Fashion Week: Berlin bleibt stylish.**

Die Bank mit dem schicksten Konto. Entdecke N26 You mit Mastercards in 5 frischen Farben.





**Mit alles? Mit alles!**


Die Bank, bei der Premiumkonto wirklich Premium ist. N26 Metal. Mit echt alles.





**Friedrichshain. Metal. Passt.**

Die Bank, die zu deinem Lifestyle passt. N26 Metal mit exklusiver Mastercard aus Edelstahl.





**Du willst zum Abheben nicht nach Schönefeld.**

Die Bank, mit der du überall Geld abheben kannst. Bis zu 8x kostenlos an jedem Geldautomaten.





**Damit es auf dem WG-Konto besser aussieht als im WG-Kühlschrank.**

Die Bank für gemeinsames Banking. Mit Shared Spaces auf gemeinsame Ziele sparen.





# Pricing.

## IO Booking at 10% Share of Voice.

	Selective Displays	Booking modalities
Premium	€140 / day	7 days / On request
City	€12 / day	from 1 day
POS	€4 / day	from 1 day
Elevator	€11 CPM	from 1 day
Luxury	€1,200 / month	from 1 month
LED Wall	€5,999 / month	On request
The Center	On request	from 1 month

## Programmatic Booking.

Self Service	Managed Service
€14 CPM	€15 CPM
€10 CPM	€11 CPM
€8 CPM	€9 CPM
€12 CPM	€13 CPM

### Add-ons

▪ Weather	€0.50+	CPM
▪ Demographics	from €1.00	CPM
▪ Context	€1.00+	CPM

### Measurements

▪ Brandlift Study	€1.00+	CPM
▪ Footfall Measurement	€1.00+	CPM
▪ Uplift Measurement	€1.00+	CPM



# Price Calculation – Example.

## Price Example.

The minimum utilization is 10%, but 20% higher is recommended for better visibility.

100 City displays with 10% utilization for 7 days:  
100 x €12 x 7 = **€8,400**

30 Premium showcases with 20% capacity utilization for 7 days:  
30 x €280 x 7 = **€58,800**

## Playback logic HYGH.

Percentage utilization explained – spot length freely selectable.

## Frequency of playouts.

Campaign A	10% with 30 Sec.	360 Sec. / 30	12 Repetitions per hour
Campaign B	20% with 10 Sec.	720 Sec. / 10	72 Repetitions per hour
Campaign C	30% with 20 Sec.	1080 Sec. / 20	54 Repetitions per hour



# Content – Technical data sheet.

## One clip format for all networks.

Our 9:16 portrait displays play moving image campaigns without any limitations.  
One clip for all networks: Our displays have the same technical specifications.  
**Exception:** Premium Network Düsseldorf cannot play moving images.

Data delivery no later than 4 working days before campaign start to:  
**campaign@HYGH.tech**

## Playout parameters.

<b>Resolution</b> 1080 x 1920 Pixels	<b>Bitrate</b> 10 – 16 MB/s	<b>Clip length<sup>1</sup></b> 10 or 20 Seconds, <b>Important:</b> Exact Frames (250,500)
<b>Framerate<sup>3</sup></b> 25 fps	<b>Codec</b> mp4, H264, mov, jpg, png	<b>Audio</b> off

<sup>1</sup> **Exception:** The Elevator Netzwerk, only 10-second clips can be delivered here.

<sup>3</sup> **Exception:** Luxury Network, 60 FPS are required here..





# Content – Technical data sheet.

## Options for submitting different clips.

Due to technical requirements for clips that share a display, you can only use a specific number of different clips. The exact number depends on your booked capacity and the length of the clips. In the table below, you can see which combinations are possible and how the capacity is distributed across the number of clips. **Important:** Only frame-accurate 10- or 20-second clips can be accepted.

Capacity (%)	Clip length (Sec.)	1 Clip	2 Clips	3 Clips	4 Clips	5 Clips	6 Clips
5%	10	✓	×	×	×	×	×
10%	10	✓	✓	×	×	×	×
15%	10	✓	×	✓	×	×	×
20%	10	✓	✓	×	✓	×	×
25%	10	✓	×	×	×	✓	×
30%	10	✓	✓	✓	×	×	✓
35%	10	✓	×	×	×	×	×
40%	10	✓	✓	×	✓	×	×
45%	10	✓	×	✓	×	×	×
50%	10	✓	✓	×	×	✓	×
55%	10	✓	×	×	×	×	×
60%	10	✓	✓	✓	✓	×	✓

Capacity (%)	Clip length (Sec.)	1 Clip	2 Clips	3 Clips	4 Clips	5 Clips	6 Clips
5%	20	×	×	×	×	×	×
10%	20	✓	×	×	×	×	×
15%	20	×	×	×	×	×	×
20%	20	✓	✓	×	×	×	×
25%	20	×	×	×	×	×	×
30%	20	✓	×	✓	×	×	×
35%	20	×	×	×	×	×	×
40%	20	✓	✓	×	✓	×	×
45%	20	×	×	×	×	×	×
50%	20	✓	×	×	×	✓	×
55%	20	×	×	×	×	×	×
60%	20	✓	✓	✓	×	×	✓



# At a glance.

- One format for all networks
- No minimum booking volume
- Spontaneous booking and content delivery
- Custom campaigns: from 1-1000 displays
- Fixed and transparent CPM structure
- Free campaign reporting
- Free proof-of-play pictures
- Support with content creation
- Free use of multiple assets
- No additional fees

# Thank you.



[HYGH.tech](#)



[Company/HYGH-AG](#)



[HYGH\\_official](#)