

Create Your Urban City Moment.

Digital. Smart. Out of Home.

Media Data 2026.



Say Hi, to HYGH.

HYGH brings flexible, controllable, and efficient digital outdoor advertising to public spaces. You can place your campaign specifically where people are on the move every day: in central city locations, in retail areas and in premium and business environments.

Target group-specific targeting and programmatic bookings ensure that your message reaches exactly where it is most effective.

Key Facts.

- 4.000+ digital displays across Germany
- Visibility in prime city locations and premium environments
- Content without restrictions
- 3D formats in the Center Network
- Programmatic buying and smart targeting



HYGH Networks.

City Network

High reach in heavily frequented urban areas.



Number of Displays:
2.150+

Display Size:
55"

Reach:
188 million
Impressions per Week*

Price:
€12/day*

POS Network

Targeted brand presence directly at the point of sale.



Number of Displays:
880+

Display Size:
13"

Reach:
22 million
Impressions per Week*

Price:
€4/day*

Premium Network

Visibility in premium shopping locations in Berlin and Düsseldorf.



Number of Displays:
150+ Berlin | 2 Düsseldorf

Display Size:
45" | 65"

Reach:
60 million | 3 million
Impressions per Week*

Price:
€155/day*

Center Network

Brand experiences in the center on the 3D LED display and five DCLPs.



Number of Displays:
3D LED Display | 5 DCLPs

Display Size:
243 m² | 75"

Reach:
5 million | 2 million
Impressions per Week*

Price:
€110.000/month*

Luxury Network

Reach your target audience in the best hotels in the country.



Number of Displays:
5

Display Size:
50"

Amount:
5
Luxury Hotels

Price:
€1.200/month*

*Source: agma – ma 2025 Out of Home Study & IDOOH – Public & Private Screens Study. Figures are based on full occupancy and extrapolated in line with the referenced studies.

City Network.

Digital Visibility in the Heart of Your City.



City Network.

Our 55" displays are integrated into shop windows of convenience stores, retail outlets, and selected retail environments – visible in direct walkways and present in everyday urban life. Whether branding, reach, or performance-oriented communication: The City Network combines creative freedom with data-based control.

Cities

12

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

Reach

188 million

Impressions per Week*

Number of Displays

2.150+

55" Digital Hi-Res Displays

*Source: Performance values according to agma – ma 2025 Out of Home Study.
Full occupancy and extrapolation of the specified number of displays based on the ma 2025 Out of Home Study.



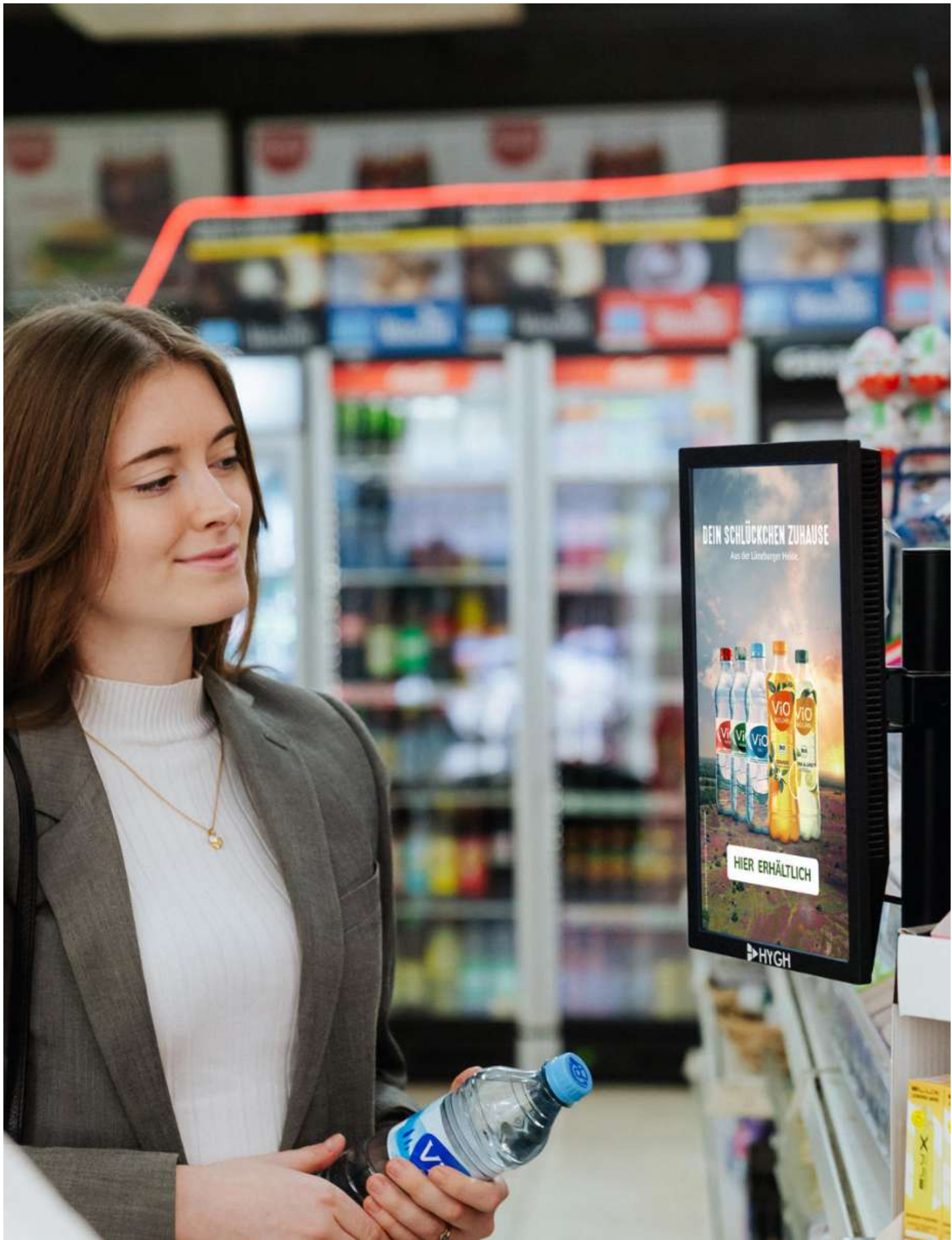
POS Network.

Targeted Advertising Directly at the Point of Sale.



POS Network.

Our 13" digital displays are placed directly in checkout areas, where high footfall meets extended dwell times. The POS Network enables targeted brand visibility at the point of purchase. Additional branding elements allow for attention-grabbing special formats at the point of sale.



Cities

9

Berlin / Hamburg / München / Köln / Frankfurt
Stuttgart / Düsseldorf / Dortmund / Hannover

Number of Displays

880+

13" Digital Hi-Res Displays

Reach

22 million

Impressions per Week*

*Source: Performance values according to IDOOH – Public & Private Screens study.
Full occupancy and extrapolation of the specified number of displays based on IDOOH Public & Private study.

Premium Network.

Be Seen Where Exclusive Shopping Is a Tradition.





Premium Network. Berlin.

The HYGH Premium Network is located along one of Germany’s most prestigious shopping streets: Kurfürstendamm. More than 50 modern glass display cases featuring 46" digital displays provide premium brand visibility in close proximity to international luxury and designer flagship stores.

City

Berlin

Kurfürstendamm

Number of Displays

150+

46" Digital Hi-Res Displays

Reach

60 million

Impressions per Week*

*Source: Performance values according to agma – ma 2025 Out of Home Study.
Full occupancy and extrapolation of the specified number of displays based on the ma 2025 Out of Home Study.



Premium Network. Düsseldorf.

The 65" digital displays on Königsallee are mounted on the side of an iconic pavilion, in the immediate proximity of Montblanc, Bulgari, Tiffany, and Bucherer. In a highly frequented premium environment with high purchasing power, they ensure clear visibility and blend seamlessly into the flow of passersby.

City	Number of Displays
Düsseldorf	2
Königsallee	65" Digital Hi-Res Displays

Reach

3 million

Impressions per Week*

*Source: Performance values according to agma – ma 2025 Out of Home Study.
Full occupancy and extrapolation of the specified number of displays based on the ma 2025 Out of Home Study.



Luxury Network.

Check into the Most Exclusive 5-Star Hotels.



Luxury Network.

The Luxury Network offers a unique opportunity to showcase your brand in Germany's most exclusive hotels – where luxury meets the highest level of attention and your message reaches the right target group.

Cities

4

Berlin / Rottbach Egern
Düsseldorf / Bensberg

Number of Displays

5

50" Digital Hi-Res Displays

Luxury Hotels

Althoff Seehotel Überfahrt / India Club Berlin / Schlosshotel Berlin
Living Hotel De Medici / Althoff Grandhotel Schloss Bensberg



Center Network.

3D LED Display, 243 m².



Center Network.

3D LED Display.

Located at the heart of Berlin, the Center at Potsdamer Platz serves as a central urban hub with modern office space, a diverse restaurant offering and direct access to the Mall of Berlin. The site features our 243 m² 3D LED display as its central element, complemented by five Digital City Light Poster (DCLP) displays positioned throughout the complex.

City
Berlin
The Center, Potsdamer Platz

Number of Displays
243 m²
3D LED Display

Reach
5 million
Impressions per Week*



Center Network.

Digital City Light Posters.

The Center Network is complemented by five Digital City Light Poster (DCLP) displays. Featuring 75" screens with high-resolution 4K technology, they extend the setup with additional brand visibility across the surrounding area. The DCLP displays are available exclusively in combination with the 3D LED display.

City

Berlin

The Center, Potsdamer Platz

Number of Displays

10

75" Digital Hi-Res Displays

Reach

2 million

Impressions per Week*

*Source: Performance values according to agma – ma 2025 Out of Home Study.
Full occupancy and extrapolation of the specified number of displays based on the ma 2025 Out of Home Study.



Brand Promotions.

At the Center, Potsdamer Platz.

Beyond the 3D LED display, the Center on Potsdamer Platz offers a flexible stage for live brand experiences. Digital City Light Poster (DCLP) displays, activation zones and pop-up areas come together to combine digital content, live moments and direct brand interaction – from movie premieres and pop-up concepts to large-scale fan events.



Brand Experience Areas.

3D LED Display
243 m²

Forum
880 m²

HYGH Terrace
180 m²

HYGH Lounge
200 m²

DCLPs
5



Programmatic DOOH.

Automated Targeting of Digital Outdoor Advertising.

Programmatic DOOH enables data-driven, automated purchasing of digital outdoor advertising space. Campaigns are booked based on impressions and played out based on rules.

Targeting & Control.

- Targeting possible by time, location, target group, and weather
- Flexible adaptation of playback based on defined parameters
- Target group data is purchased from external data partners when booked accordingly

Data & Technology.

- Target group data via Adsquare
- Booking either via standard DSPs or as managed service via HYGH

DSPs Which HYGH Can Be Booked With:

 **ACTIVE AGENT**

 **PERION**

 **LOCATRICS**

 **displayce**

 **taptap**

 **theTradeDesk**

 **splicky**

 **HAWK**

 **StackAdapt**

 **adform**



No Content? No Problem.

HYGH Agency Production.

HYGH Agency helps you create an effective advertising clip for the HYGH Network in a simple and stress-free manner. Specializing in advertising in public spaces, we are the perfect partner for tailor-made advertising for every budget.

3D DOOH & Brand Experiences.

Are you planning elaborate campaigns, games, or 3D animations for the 3D LED display? Together with local production partners, we support you in realizing complex, attention-grabbing DOOH experiences.

We gladly provide you with a personalized offer.

Mini

- Adapt print campaign 9:16
- Photo animation
- Text animation

€900.00

Standard

- Supporting video content (stock)
- Motion graphics
- Storytelling
- High-quality animation

€1.800.00

Premium

- Supporting video content (stock)
- Motion graphics
- Storytelling
- High-quality animations
- Copywriting

€2.600.00



Pricing.

I/O Booking at 10% SOV.

	Displays/ Units	Booking Terms and Conditions
Premium	€155.00/day	7 days/ Upon request
City	€12.00/day	from 1 day
POS	€4.00/day	from 1 day
Luxury	€1.200.00/month	from 1 month
Center	€110.000,00/month	Flexible campaign period available upon request

Programmatic Booking (CPM).

Self-service	Managed Service
€15.40	€16.40
€11.00	€12.00
€8.00	€9.00
Add-ons	Measurements
<div><div>▪ Weather</div><div>+ €0.50</div><div>CPM</div></div>	<div><div>▪ Brandlift Study</div><div>+ €1.00</div><div>CPM</div></div>
<div><div>▪ Audience</div><div>from €1.00</div><div>CPM</div></div>	<div><div>▪ Footfall measurement</div><div>+ €1.00</div><div>CPM</div></div>
<div><div>▪ Context</div><div>+ €1.00</div><div>CPM</div></div>	<div><div>▪ Uplift measurement</div><div>+ €1.00</div><div>CPM</div></div>

*The prices shown are net list prices plus VAT for a share of voice of 10%.

Tech Specs.

One Clip Format for City, Premium, POS Network.

Content Delivery:

- **Resolution:** 1.080 x 1.920 pixels
- **File Format:** MP4
- **Codec:** H.264
- **Frame Rate:** 25 FPS
- **Audio:** Audio off (no soundtrack)
- **Bitrate:** 10 – 16 Mbit/s.
- **Clip Length:** 10 or 20 seconds. **Important:** Frame accurate (250, 500)
- **Delivery:** No later than 4 business days before the campaign start date to: campaign@HYGH.tech

1. **Exception:** Premium Network Düsseldorf cannot play moving images.
2. **Exception:** Luxury Network, which requires 60 fps.



13" / 32" / 46" / 55"

Tech Specs.

3D LED Display in the Center Network.

Content Delivery:

- **Resolution:** 10.368 x 1.536 pixels
- **File Format:** MP4
- **Codec:** H.264
- **Frame Rate:** 50 FPS
- **Audio:** Audio off (no soundtrack)
- **Bitrate:** Constant bitrate (CBR) 160 Mbit/s.
- **Clip Length:** 10 / 15 / 20 / 30 or 60 seconds
- **Delivery:** No later than 4 business days before the campaign start date to: campaign@HYGH.tech



Additional Informations / Display Dimensions:

- Pixel Pitch: 3,9 mm
- Color Space: BT709
- Color Depth: 8-bit
- Refresh Rate: 3.840 Hz
- Brightness: 5.000 nits
- Manufacturer: Samsung XRB3.9

Left Area: 3.968 x 1.536 pixels
Right Area: 6.400 x 1.536 pixels
Total: 10.368 x 1.536 pixels

Left Area: Length: 15,50 m, Height: 6,00 m
Right Area: Length: 25,00 m, Height: 6,00 m
Total: 40,50 x 6,00 m

Tech Specs.

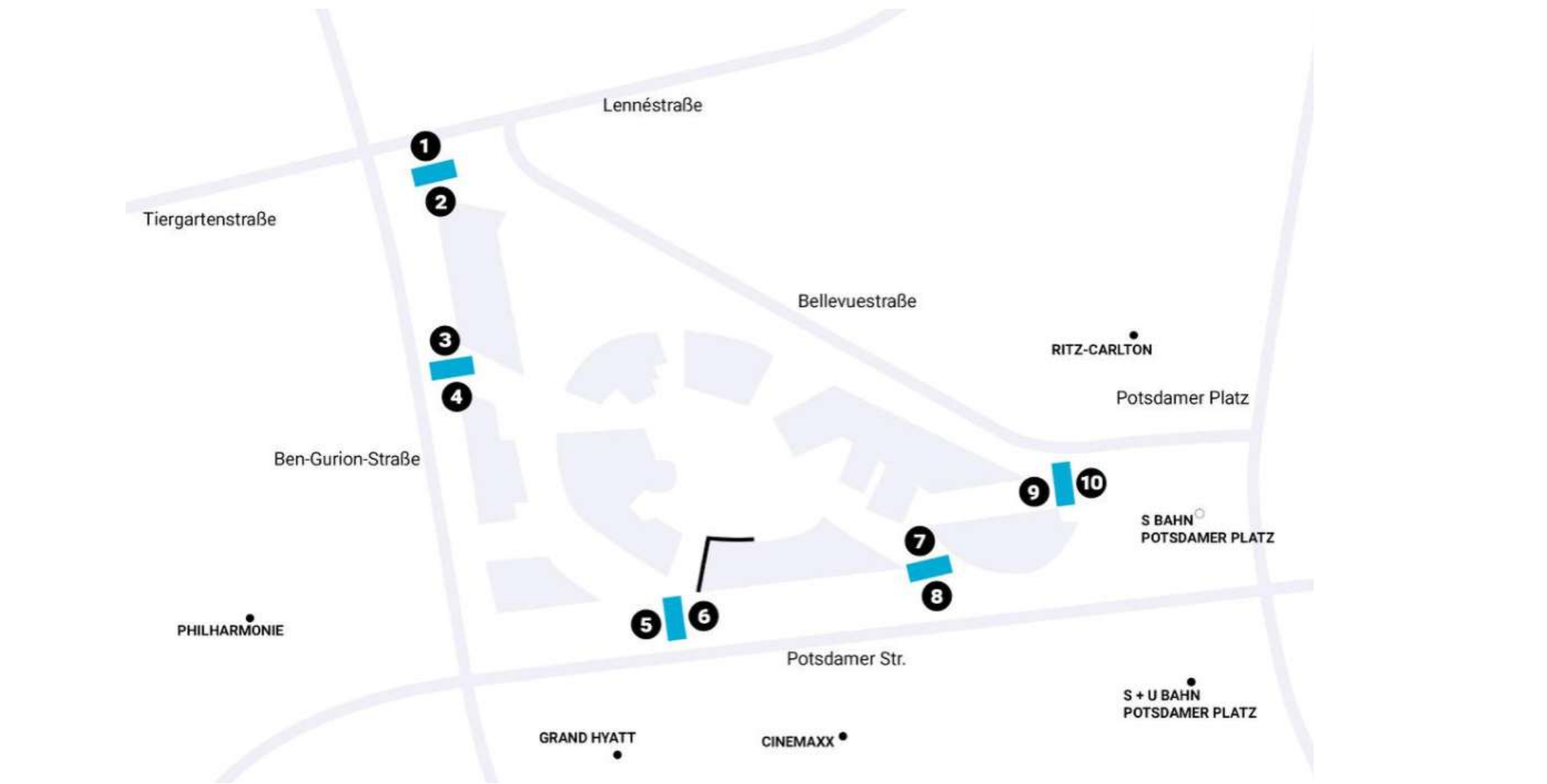
Digital City Light Posters in the Center Network.

Content Delivery:

- **Resolution:** 2.160 x 3.840 pixels
- **File Format:** MP4
- **Codec:** H.264
- **Frame Rate:** 30 FPS
- **Audio:** Audio off (no soundtrack)
- **Bitrate:** Constant bitrate (CBR) 30 Mbit/s.
- **Clip Length:** Max. 30 seconds
- **Delivery:** No later than 4 business days before the campaign start date to: campaign@HYGH.tech

Additional Informations / Display Dimensions:

- Color Depth: 8 Bit
- Manufacturer: Dynascan DS752LT5
- Brightness: 4500 nits
- Dimensions: 0,96 m wide x 1,68 m high



Let's Take It to the Streets.

Thank you.



HYGH.tech



[Company/HYGH-AG](https://www.linkedin.com/company/HYGH-AG)



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