

Adtech Startup HYGH Demonstrates Value for the Airbnb of Digital Out of Home Advertising

Berlin, Apr 23, 2019 (IssueWire.com) - Adtech startup HYGH jumps into Quarter 2 gaining ground on their mission to disrupt and democratize digital out of home advertising. The company recently expanded its team by 100% (to 50 people) and launched a new [website](#).

HYGH is scheduled to appear in a 'Bitcoin around the World' documentary about Rafael Hauxley, who traveled around the world visiting 18 countries over 12 months on the value of 1 Bitcoin. The document is scheduled to begin filming mid-year and will be shown on Netflix internationally this year and will feature blockchain entrepreneurs and visionaries including Ethereum founder, Vitalik Buterin.

The company also recently signed a [partnership](#) with Joseph Hundah, President and CEO of Econet Media Group, who joined HYGH as an advisor and board member.

HYGH is creating the Airbnb of digital out of home (DOOH) advertising, building a global advertising network that connects advertisers and digital display providers to offer real-time advertisements in just minutes. It opens digital advertising to a previously untapped SME market for whom digital advertising is financially prohibitive and enables display providers to easily generate passive income in their store, hotel or restaurant.

The company will be testing their prototype by providing complimentary digital campaigns across lots of screens at Berlin's inaugural [GreenTech Festival](#) next month for exhibitors including Tesla, Porsche, and Bosch, demonstrating how digital out of home advertising can reduce carbon emissions, paper production and waste. The conference is estimated to welcome over 50,000 attendees with speakers from organisations as diverse as Bank of England, Waze, Deutsche Bahn and Formula E.

The company is uniquely positioned compared to traditional digital advertising providers, having eschewed the well-trodden path of startup incubators and accelerators. Instead, the company is largely crowdfunded via an award-winning Security Token Offering that is SEC verified and FINMA compliant. By investing as little as \$250 in their STO, investors get 9% of the total net revenue flowing through the platform. It's an opportunity that has proved popular with almost a quarter of investors under 21 and 41% under 45, located across Europe, Australia, Brazil and South Korea.

These investor profiles cement not only the relevance of digital advertising to young people but also a demonstration of responsiveness to platforms like WhatsApp, telegram and Instagram to source investment opportunities - the majority of whom found the company through Youtube and Instagram.

Tokens have been selling fast with only 6.1 millions tokens for the reduced price of \$0.03c remaining. Once they are sold, the price will be increased by 15% to \$0.035c

The digital out of home (DOOH) market is experiencing exponential growth. Advertising spending is predicted to reach \$4.5 billion in 2019, up from \$2.7 billion in 2014, in the United States alone. DOOH media revenues worldwide increased by 13% in 2018 with the U.S. estimated to expand by more than 10%. In actual dollars, that's more than \$3 billion in the U.S. and \$13.4 billion globally.

About HYGH

HYGH is working to disrupt the digital out of home (DOOH) advertising market, by creating a peer-to-peer advertising network and content management system that connects owners of public displays with brands. Managed through an easy to use app, the HYGH platform empowers everyone to become an advertiser, regardless of budget, resource or company size. For more information, visit <http://www.hygh.tech> or contact info@hygh.tech.

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