

Internship

at

09.21 - 12.21



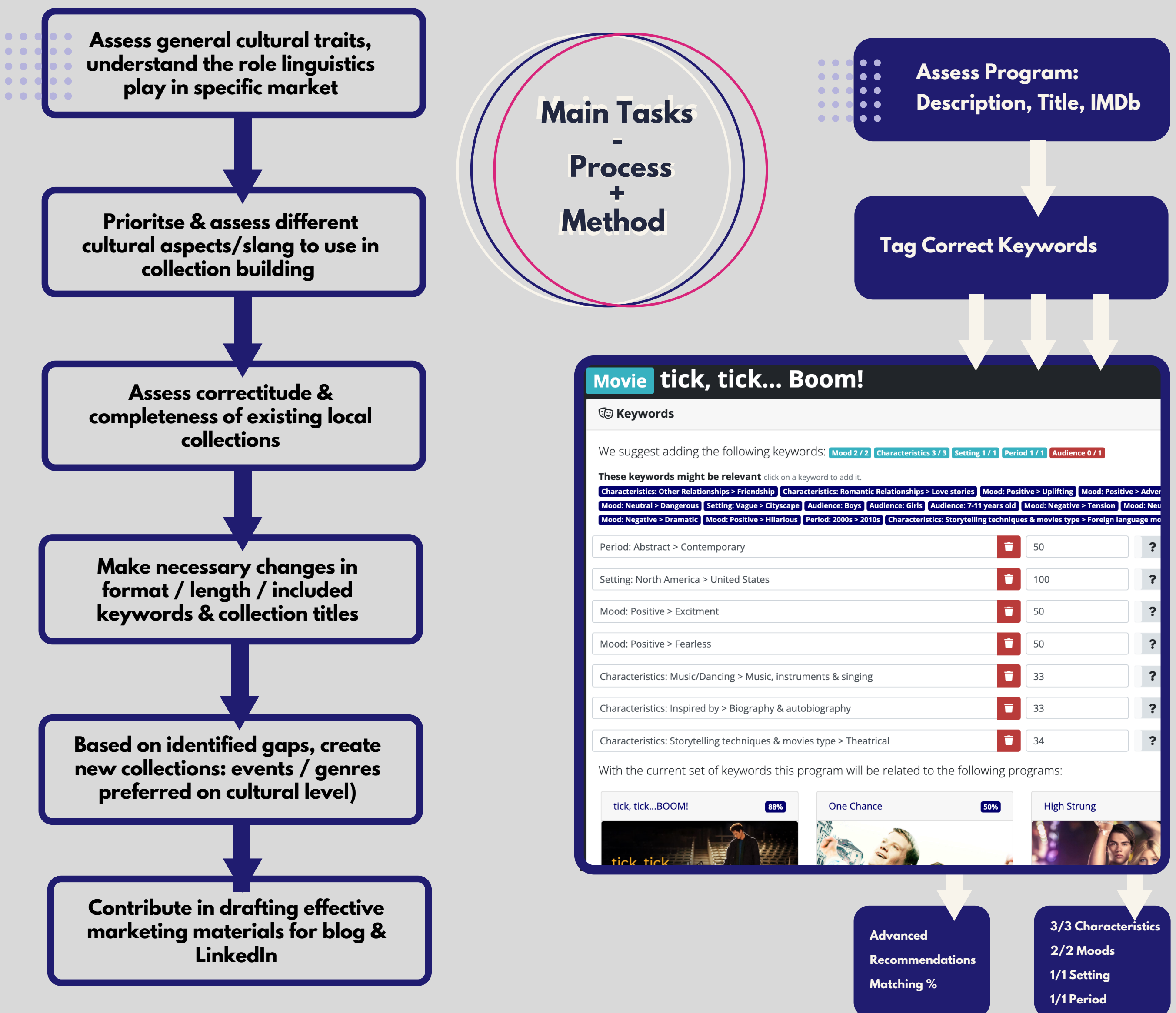
Denmark based Metadata Provider
Startup founded in 2018

Metadata in the broadcasting industry

- Identifies, Describes, Classifies Media
- Linking TV / Movie Catalogs & Listings -> Advanced Search
 - > Drives Navigation on Streaming & TV platforms
 - > Essential for Filtering, Sorting & Localising Content
- Ingest, Schedules, Editorial, Images, Delivery, Operations
- Ensure operational Stability & rapid Development.

Metadata at Simply

- Core metadata:** Descriptions, Images, Episode & Season Info., Tech. Metadata
Fuel personalized Recommendations & Content Carousels
- Characteristics - major & minor Themes, Similarities
 - Mood - Feeling & Intensity of Content
 - Settings, Periods
 - Audiences



Skills

- Industry Specific Vocabulary
- Copywriting
- Independent Research
- Analytical Abilities
- Organisational Creativity & Execution
- Critical Thinking

Reflection

- Improved skills and gained experience in workflows, corporate video calls & working with industry standards
- Feedback from colleagues + weekly online meetings supported Teamwork in a remote working situation
- Working on own projects independently strengthened confidence and self-sufficiency