Internship

at





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



Prioritse & assess different cultural aspects/slang to use in collection building

Assess correctitude & completeness of existing local collections

Make necessary changes in format / length / included keywords & collection titles

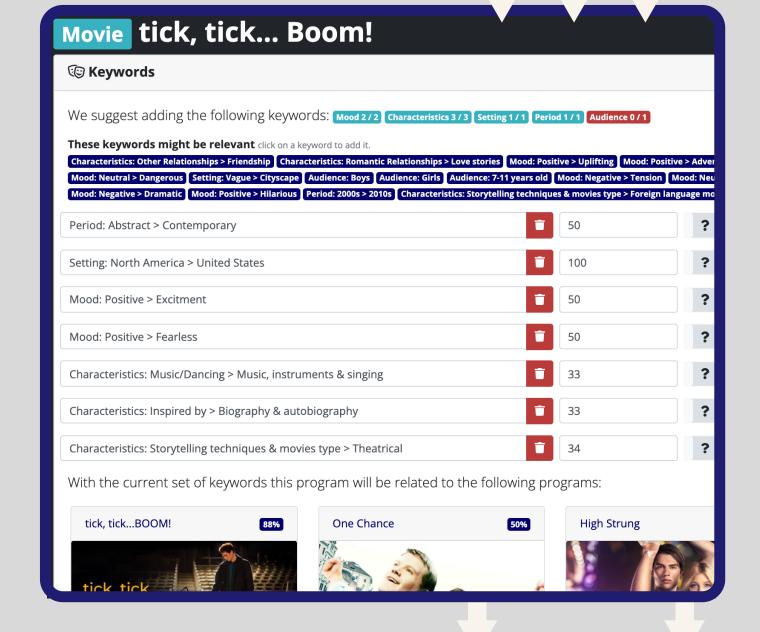
Based on identified gaps, create new collections: events / genres preferred on cultural level)

Contribute in drafting effective marketing materials for blog & LinkedIn



Assess Program:
Description, Title, IMDb

Tag Correct Keywords



Advanced
Recommendations
Matching %

3/3 Characteristics
2/2 Moods
1/1 Setting
1/1 Period

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