

science HACK 2021

REUSABLE content

OVERVIEW

Situation

Every day ProSiebenSat.1 produces thousands of bytes of valuable media content.

The idea is to use the possibilities of artificial intelligence and cloud technologies, to improve economic potentials in the field of classic TV broadcastings and to improve the utilization of multimedia-content across different platforms and content types.

The goal is to provide the right content based on business needs, delivered in an automated system which is able to be queried by consuming applications.

It is given that ProSiebenSat.1 media sources provide metadata and tags already. However, please feel free to consider this part in your planning as well.

Challenge

Create an architecture where content metadata can be stored and be further used by consuming systems.

Your goal is to provide the right content based on these requests.

A typical business request for content could be:

“ We need a diverse group of happy people in stunning scenery, at best outdoors, which are enjoying the moment. Content must be FSK12 friendly.”

SKILLS

Fields of activity:

Programming -or-
Data Science -or-
API development -or-
Data Visualization

Skills:

AI and Machine Learning
Examples: Python, SQL, Java, etc.
Neural networks or NLP
Data modeling and evaluation

ARCHITECTURE OVERVIEW (SIMPLIFIED)

