



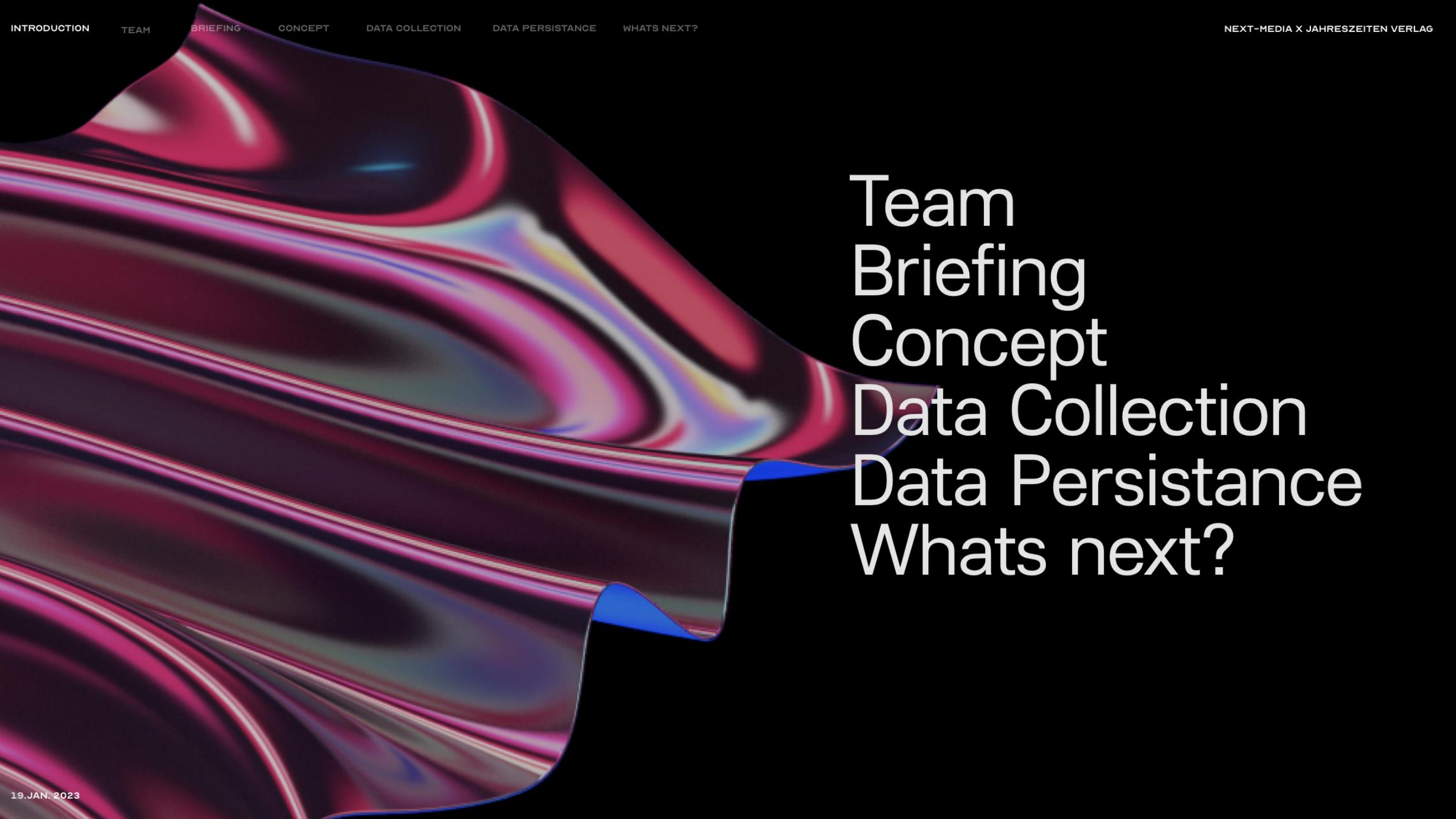
Prototyping Lab

Jahreszeiten Verlag X NextMedia

BY MALTE SCHINK, VANESSA MAEDER & ISAAK ROSCHER

ENTWICKELT IM RAHMEN DES PROTOTYPING LABS VON NEXT-MEDIA
IN ZUSAMMENARBEIT MIT DEM JAHRESZEITEN VERLAG

19.01.2023



Team
Briefing
Concept
Data Collection
Data Persistance
Whats next?

Team



Malte Schink
Software Engineering
FH Wedel



Isaak Roscher
Project Management
Hamburg
Media School

Vanessa Maeder
Data Science &
Engineering
Universität Hamburg

Support

**Bruno Marks &
Team**
NextMedia

Prof. Dr. Armin Rott
Studiengangsleiter Digital-
& Medienmanagement
Hamburg Media School

Jannik Meissner
Mentor
Neuralfinity

Anja Weddig
Head of Operations
Jahreszeiten Verlag

Nik Behrend
Operations
Management
Jahreszeiten Verlag



Briefing

Concept

Data
Collection

Data
Persistence

Briefing & Objectives

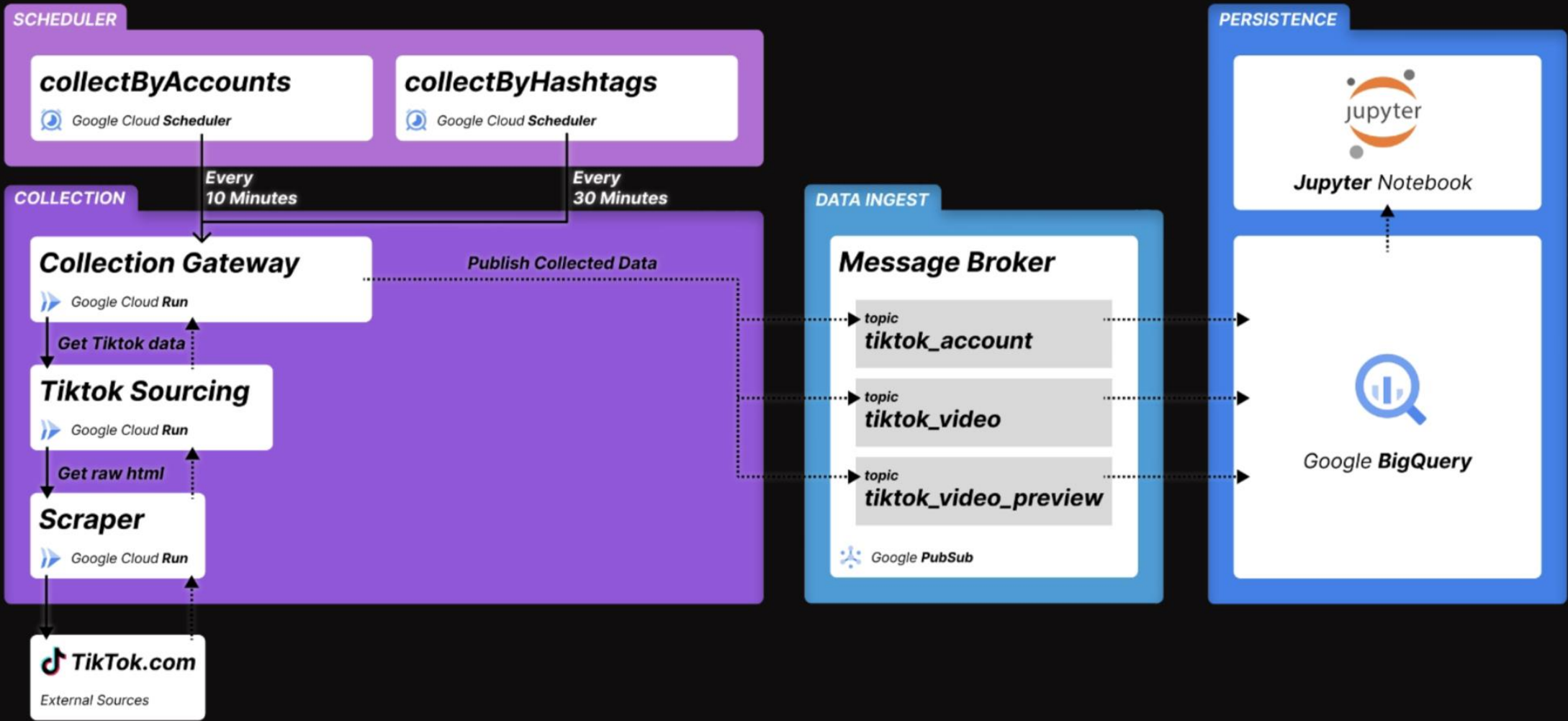
- Work more data-driven in the future
- Identify food trends
- Evaluate social media data
- Target group: 20-30 years
- "Market research tool"
- Basis for strategic product development decisions

Briefing



Data
Collection

Data
Persistence



Briefing

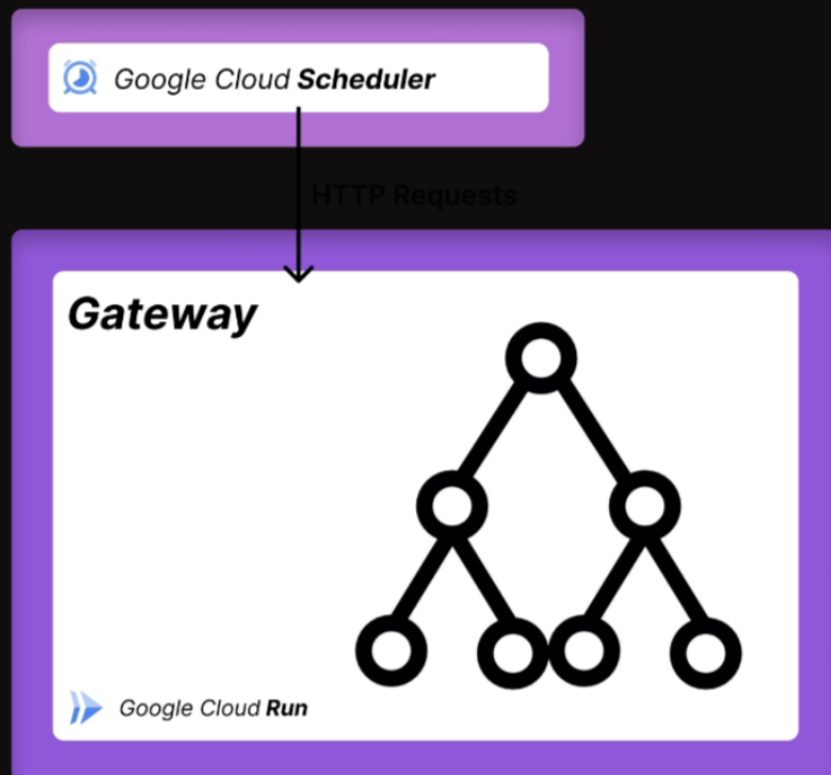
Concept

An abstract image featuring several overlapping, translucent blue cylindrical and spherical shapes that create a sense of depth and movement. The text 'Data Collection' is overlaid in white.

Data
Collection

Data
Persistance

Data Collection Gateway Module



Coordinates collection efforts

- Via gRPC

Exposes REST API (OPEN API 3.0)

- Triggered by Cloud Schedulers

Aggregates Collection metrics

Publishes collected data

- Via PubSub

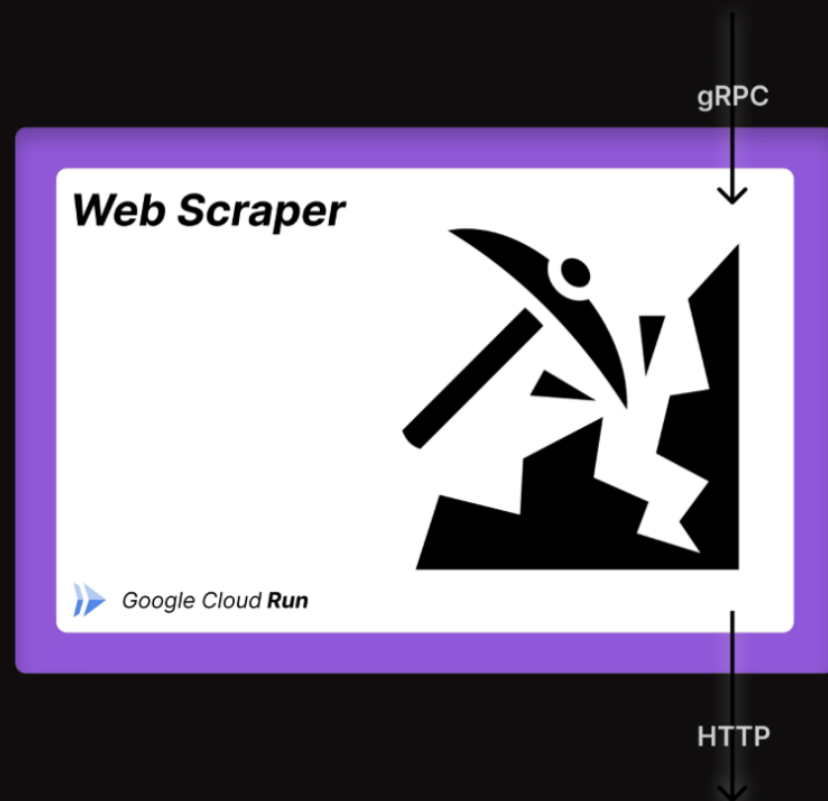
[TikTok] Sourcing Module



Exposes gRPC API

Implements [TikTok] specific extraction logic

Web Scraper Module



Exposes gRPC API

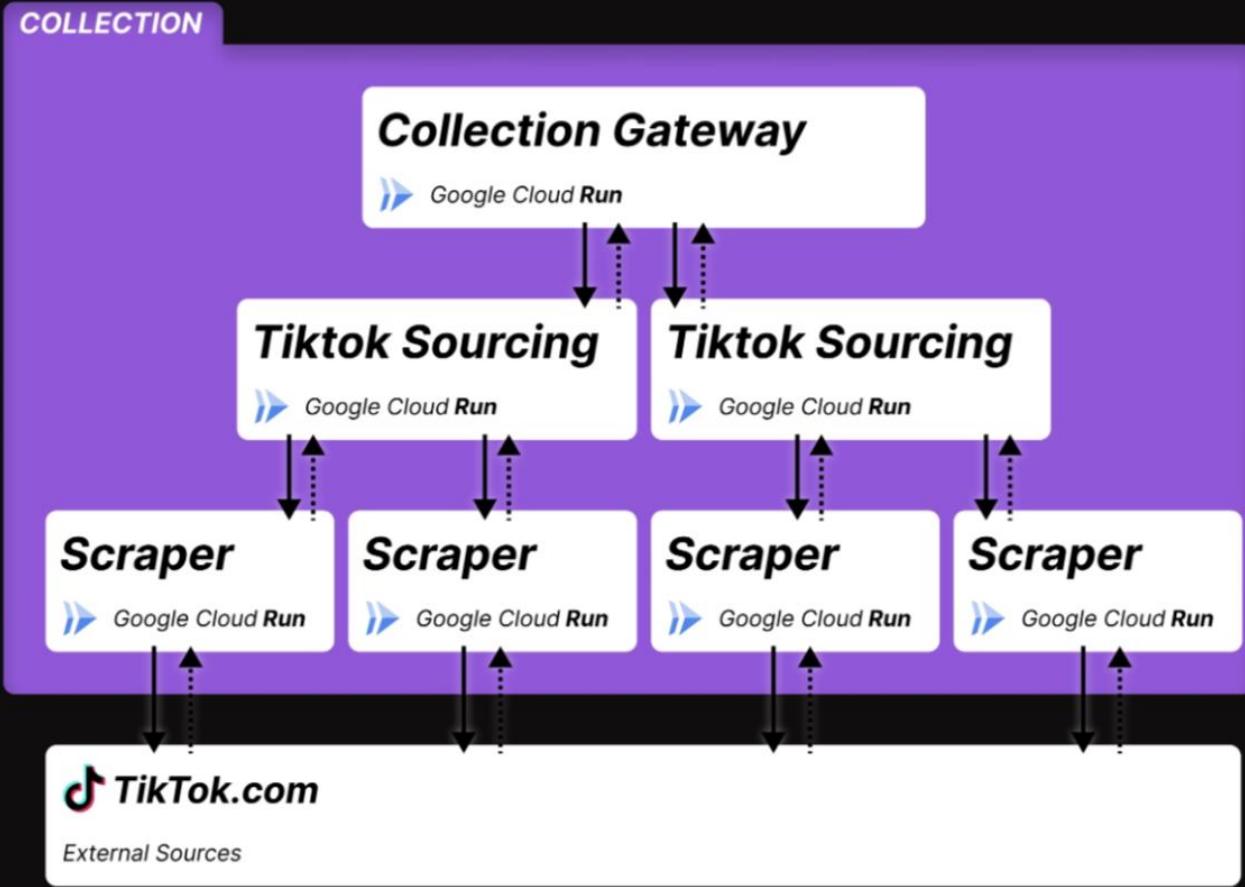
Coupled with Chrome

- Controls Chrome via cdp

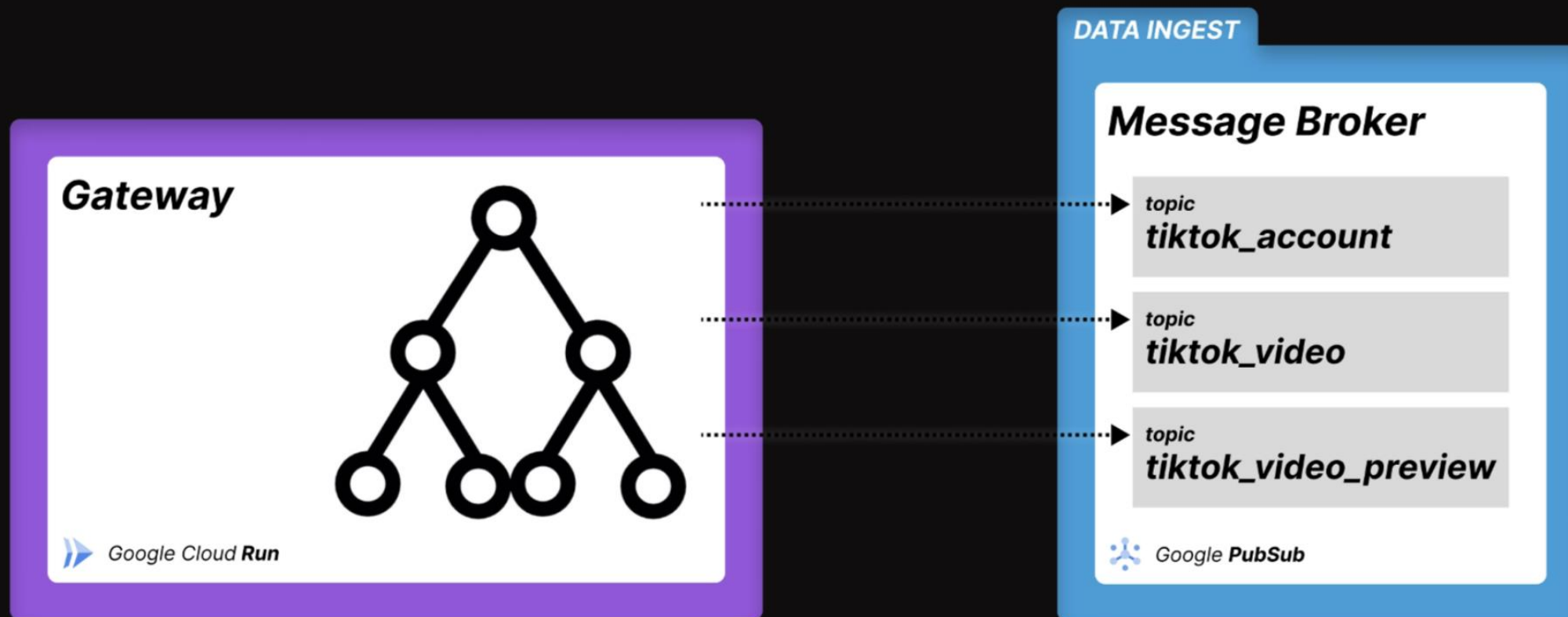
Uses Chrome to render dynamic websites and circumvent basic automation-prevention-mechanisms

Accesses the Internet

Scaling Infrastructure



Publishing



Briefing

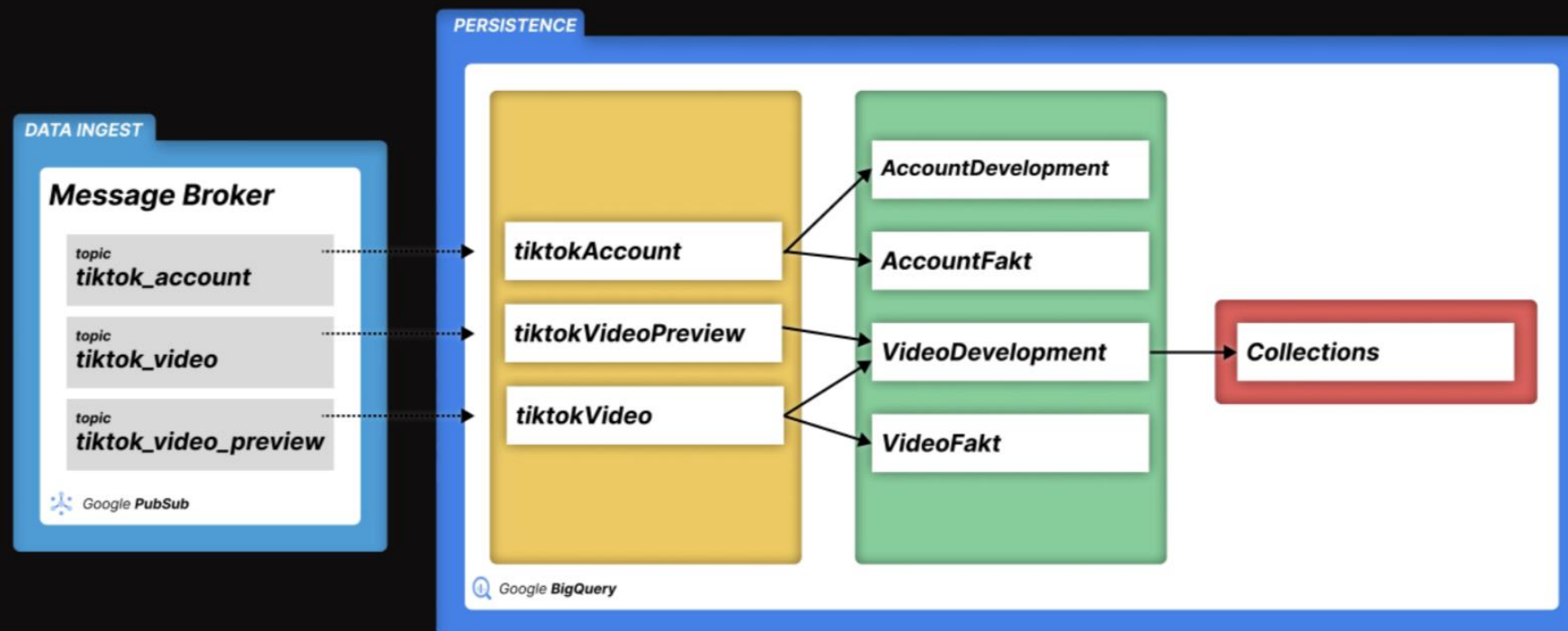
Concept

Data
Collection

Data
Persistence

An abstract graphic featuring several overlapping, translucent blue cylindrical and spherical shapes that create a sense of depth and movement. The shapes are rendered with soft gradients and highlights, giving them a three-dimensional appearance. They are arranged in a way that suggests a complex, interconnected structure, possibly representing data flow or a network.

Data Transformation

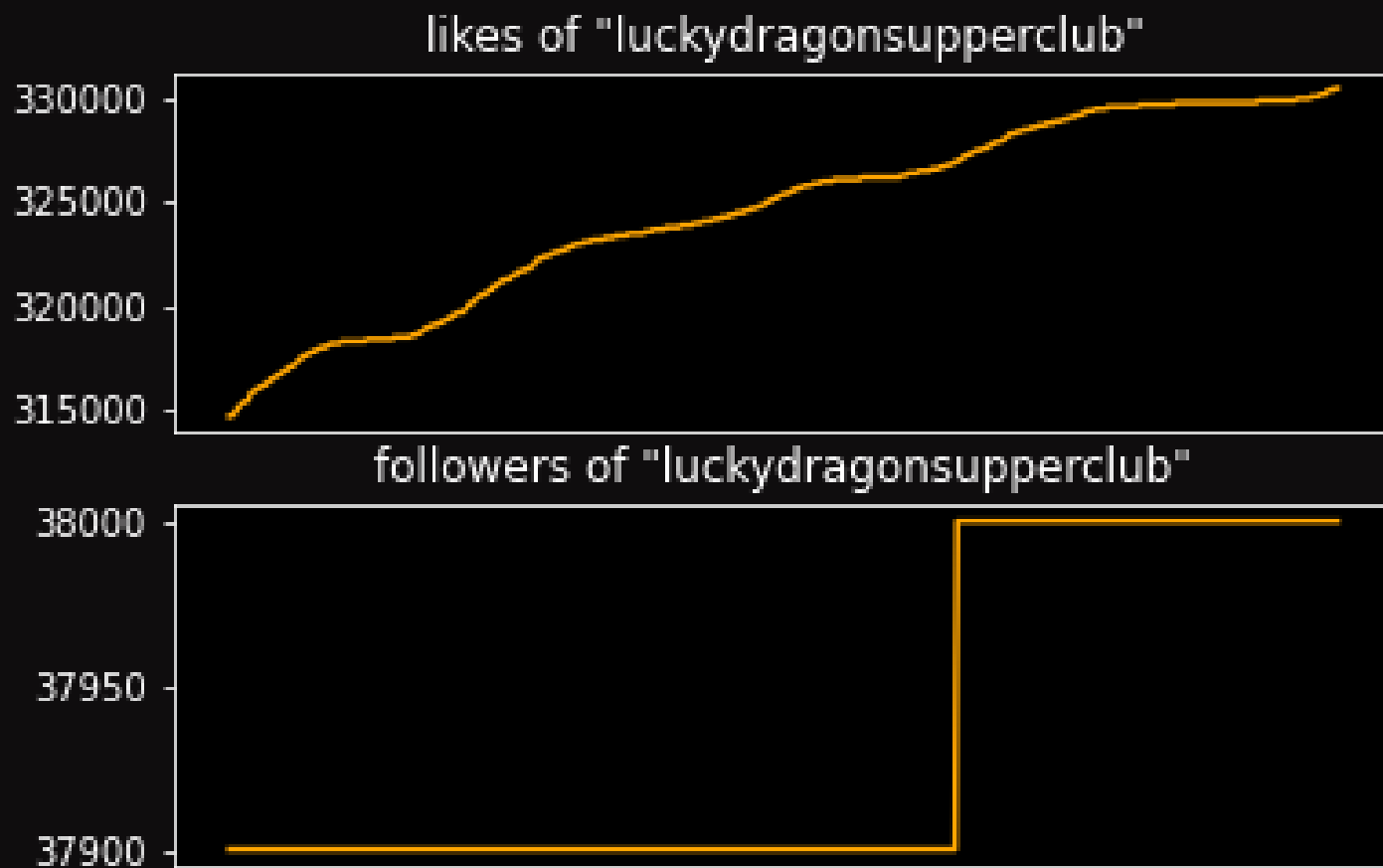


Data Warehouse:
Bigquery

Data Transformation:
dbt

dbt as a tool for
documentation, tests,
dependencies and or
Platform Orchestration

Data Analysis



Data Analysis in
Jupyter Notebook

● Connection with
Google Cloud

Development of
videos, accounts and
hashtags over time

Whats next?

Sources:

- More platforms (Instagram, ...)
- Collection of more/ different Data

Connection of accounts of different platforms

Similarities between videos through description and audio

Correlation and Clustering (especially of Hashtags)

Thank you for your attention!

any questions?