

next

MEDIA.HAMBURG

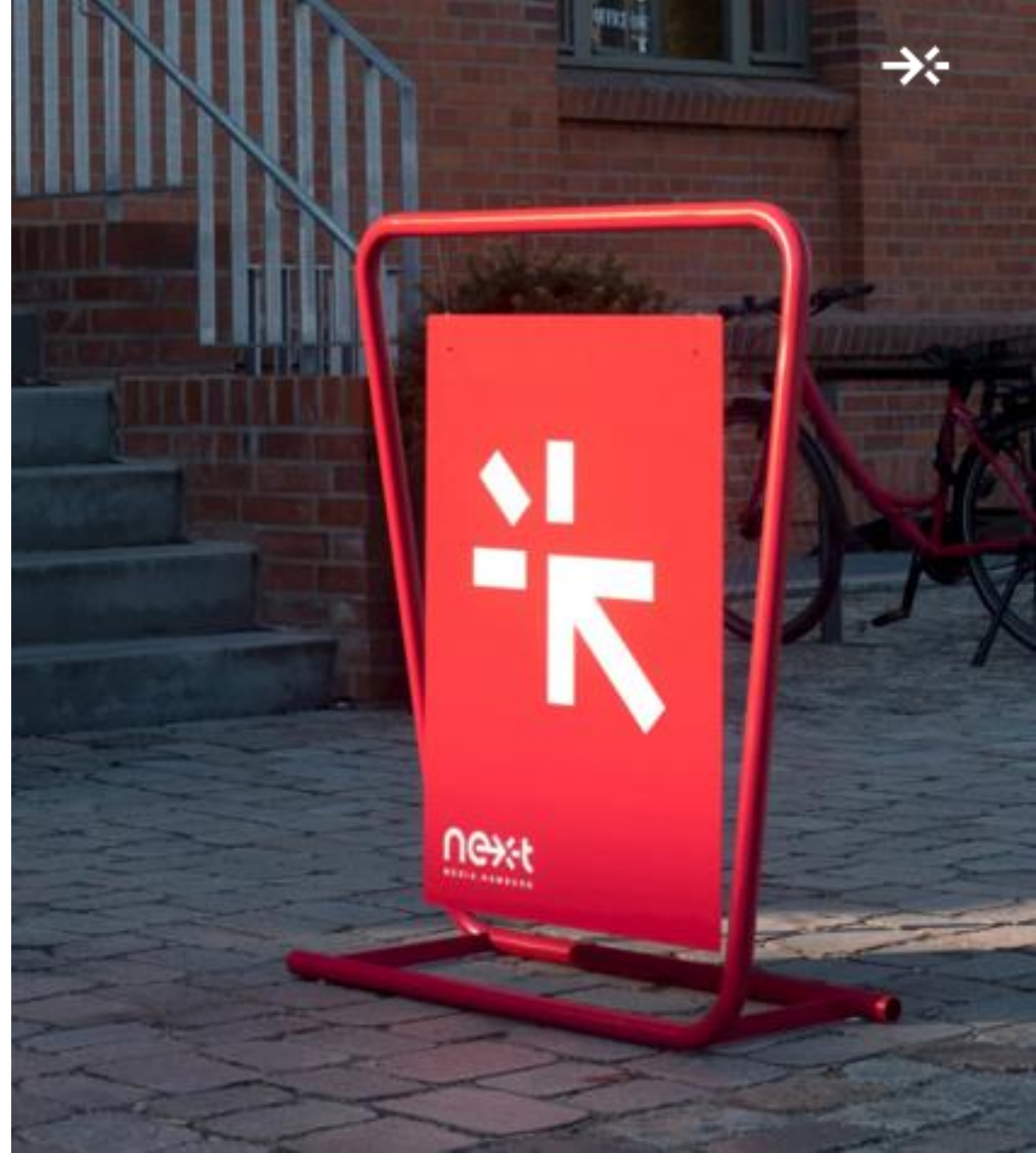


Wir sind Teil der
Hamburg Kreativ
Gesellschaft

Who we are

nextMedia.Hamburg

- We are the first point of contact and innovation support for the content industry in Hamburg
- We focus on sustainable business models at the interface between content and technology
- We are part of the Hamburg Kreativ Gesellschaft mbH and are supported by the City of Hamburg





Prototyping Lab ➤❖

Students at Hamburg universities have the opportunity to work in interdisciplinary teams, together with companies, on real business challenges and to experiment with the latest technologies.

This year's partner universities:





How does it work

- An interdisciplinary team of 4 students will work together on one concrete challenge from one of our partner companies
- The team has 3 months (Oct 25 – Jan 26) to develop a first functional prototype
- The teams receive support and knowhow from nextMedia, the company, and expert mentor



Prototyping Lab 2025

Challenges

Der Spiegel



The editorial team at Der Spiegel needs reliable, automated access to relevant, curated content. They are looking for a solution that provides editors with a well-structured and prepared overview of relevant content on a regular basis (e.g., daily or weekly) – integrated directly into the existing workflow.

fiindo



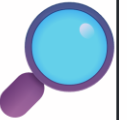
fiindo is an investment platform that transforms complex financial data into accessible content. Since manually creating introductory videos about industries or financial products is very time-consuming, fiindo wants to set up a largely automated AI process that generates quick, understandable, and interesting videos.

Oetinger Verlag



The children's book publisher Oetinger has a large collection of audiobooks, radio plays, and texts on the subject of "legends." The publisher wants to develop an interactive product to make legends more accessible to children aged 6–14. The aim is to bring readers directly into the world of legends.

dpa



As a news agency, dpa has an enormous wealth of data at its disposal. But: Finding the right information is often not easy, as it may be unstructured in texts or outdated (example: "Chancellor Olaf Scholz"). How can this unstructured data be transformed into machine-readable, structured information and made accessible?



Your benefits

Practical Experience

Demonstrate your independence and teamwork skills in a real business case. Utilize the lab and the developed prototype as unique references for your resume.

Credit Points

Official and certified practical project of your university: Collect credit points in an exciting way or write your thesis as part of the lab.

Knowledge Exchange

In interdisciplinary teams, you can learn a lot from and with each other: agile methods, technology know-how, business model development, and more.

Career Opportunities

Get to know potential employers from an insider's perspective and show them what you're capable of.

Scholarship

Your performance is valuable: Each team member receives a scholarship of up to 500 euros per month.



You want to
be part of the
next
Prototyping
Lab?



Join the next Lab

What you should bring:

- An interest in technological media innovations
- Openness to experimentation and a collaborative mindset
- Know-how/experience in the respective team role (e.g., information technology, business development, project management, design)
- Availability of 15-20 hours per week, which you can dedicate to the Lab during the winter term 2025/26

You can apply online for one of the coveted spots starting August 4th until October 5th.



[Learn more about the Prototyping Lab](#)



Thank you



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