

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 4-5 students from different universities will work together on one concrete tech/business challenge from one of our partner companies during the next winter term.

The team has 3 months (Oct 24 – Jan 25) to develop a first functional prototype. During this process, you will go through various steps of prototyping: Research – Ideation – Development – Testing – Iteration – Reveal.

You will work independently but, of course, receive support from nextMedia, the company, and expert mentors who will assist you along the way. At the end, you will present your prototype to the Hamburg content and tech industry.



Past Challenges and Prototypes



VR Live Experience „Behind the Moon“



Music Prediction Machine



AI-based lettering of comics



This year's companies and challenges

Spiegel

News Graphic-🤖: How can we utilize AI to automatically suggest infographics using LLM for finished articles? And how can such a workflow be integrated into the editorial processes of the largest German news magazine?

RTL / G+J

Developing a new digital business approach for RTL's successful children's brand GEOlino 🧒 (working title)

GEMA

How can the business model of GEMA as a collecting society be adapted to the Creator Economy? 🧑🏫 (working title)

Carlsen

How can an AI-driven workflow be created to efficiently support publishers and illustrators in the time-consuming development of graphic novels? 📖

Storydocks / Onilo

What are the possible applications of AI for Onilo as a digital learning and reading promotion platform? 🧐 (working title)

...



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 work 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 bring:

- Interest in technological media innovations
- Willingness to experiment and teamwork
- 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 in the winter term of 2024/25

Can you check all the boxes?

You can apply online for one of the coveted spots starting in July.

Register for our application reminder:



→ Thank you :-)



Cigdem Boom-Aker

Program Manager

T +49 40 23 72 435 60

Cigdem.Aker@nextmedia-hamburg.de

www.nextmedia-hamburg.de

Further information on our website:

www.nextmedia-hamburg.de/programm/prototyping-lab/



Wir sind Teil der
Hamburg Kreativ
Gesellschaft

