

# THEO Technologies

## Viewer Engagement Suite: Heatmap generation

### Internship

*Leuven, Belgium (Europe)*

#### THEO's vision & mission

[THEOplayer](#) is the industry-leading video playback partner for delivering a world-class viewer experience with HLS and MPEG-DASH across different platforms and devices. With our video player solutions for VR/360, web, mobile web, Android SDK, iOS SDK and Chromecast Receiver App SDK, THEOplayer is a trusted video player partner for some of the world's premier telcos, broadcasters and publishers. THEOplayer has proven compatibility with industry-leading solutions for streaming, advertising, DRM and server side ad insertion. Our worldwide customer base includes companies such as CNN, Telenet, NBC, Twitter, Swisscom, France Télévisions, Telia, CERN, Nasdaq, Hudl, Cisco and Softbank. In 2017, 2018 and 2019 THEOplayer has won the Streaming Media Readers' Choice Award for Best Video Player Solution/SDK. THEO Technologies is one of the fastest growing technology companies in Belgium. We are an ambitious team who have been disrupting the global online video industry since 2012. THEO Technologies has offices in Leuven (HQ - Belgium), Singapore (Singapore), New York and San Francisco (USA).

With video streaming on the rise, media services need to differentiate and strive towards increased engagement with their viewers. With an overload on potential content being available, media services need to capture the attention of their audience in a better way, improving access to content, discoverability as well as ease of use and quality of experience. In order to facilitate media services, THEO Technologies is planning to simplify the setup of capabilities improving the user engagement.

#### Description internship

Within this internship, a project is envisioned to **leverage any available analytics data to generate heatmaps showing which parts of a media asset are watched by viewers most often**. This should allow viewers to more quickly identify interesting parts of the asset, opening up further options to generate highlight reels. The goal is to **set up a micro service capturing the basic information needed and exposing this in an API** to be used in a heatmap visualisation to be deployed in a standard cloud environment (such as Amazon AWS or Google Cloud) and a small extension of the player UI showing the heatmap.

The trainee will first get acquainted with the available video metrics and media client behaviour. Next the trainee will setup a small implementation leveraging the available data into a heatmap service and client plugin. The system will need to be highly scalable, depend only on a standard database for scale and automatically deployable, with the right tests in place to ensure correct



operation. Where necessary the trainee will develop tools to facilitate and automate the tests. During the internship, the trainee will learn how streaming video works.

## Does this sound interesting to you?

Please send your resume and cover letter to [careers@theoplayer.com](mailto:careers@theoplayer.com). We look forward to hearing from you.