



Introduction

At Matchmade we work with advertisers who want to understand what are the trends in Youtube. We currently work with mainly gaming companies, and have a set of tools for them to monitor different gaming trends. However, we're looking into expanding outside of games, so having similar capabilities for different brand names would help us to validate that market.

Project

A monitoring tool that detects brand names from Youtube video descriptions and visualizes trends for those. This will help marketers to analyze which brands are trending on Youtube, and plan marketing activities accordingly.

In practice we'd imagine the project to consist of three components:

- A Mechanism for detecting which brand a given video description refers to. For example, if the description is "Me and my buddies drinking coke", then the brand would be "Coca Cola"
- A server and HTTP API for tagging the videos
- A client or dashboard for showing trends

Matchmade can provide millions of Youtube video descriptions, but probably the first task (like for most data-intensive applications) would be to generate a list of popular brands to match the videos against.

Technologies

The team can choose the technology stack themselves, but ideally the final project would consist of an HTTP API and a separate browser client querying that API. We recommend using Python for the server and React / Typescript for the client, but everything goes.

Requirements for the students

Knowledge of web technologies and machine learning libraries is helpful, but not required.

Legal issues

No NDAs required, but the client retains all IPRs to the results.

Client

Matchmade is a startup and an award-winning influencer marketing platform, which connects advertisers with Youtube channels.

In practice, we scan, analyze and tag vast amounts of Youtube content, and use that data to recommend channels based on the advertisers' requirements. This also works both ways: via our platform the Youtube channels can find advertisers to sponsor their videos to fund the content creation.

Read more about Matchmade at <https://matchmade.tv>

During the project Matchmade's main contact will be:

Lauri Hynynen, Product Lead

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Additional information

This project has already been agreed with Samuel Sihvonen and Sindre Trosterud.