<table>
<thead>
<tr>
<th>Job Title:</th>
<th>New Business Summer Intern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Positions:</td>
<td>1</td>
</tr>
<tr>
<td>Internship period:</td>
<td>04 June 2012 to 31 July 2012</td>
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</tbody>
</table>
| Role and responsibilities: | • Assist in the creation of franchise management process for Sony Pictures film properties  
• Identify film titles that will create associations with each other in consumers’ minds. |
| Requirements / Qualification: | • Detail oriented  
• Ability and willingness to work with large database  
• Some knowledge of film titles, directors, cast a plus |
| Salary: | HKD $6000 / month |

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<th>Job Title:</th>
<th>Business Development Summer Intern</th>
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| Role and responsibilities: | • Assist in developing a formalized process and procedure for managing new media exploitation opportunities of entertainment products  
• Analyze and draw insights from consumer behavior in consuming entertainment content in a new media environment  
• Assist in developing procedures in managing/planning the sales of key film franchises in the region  
• Assist in new business development projects underway at the time. |
| Requirements / Qualification: | • Logical problem solver and good with numbers  
• Must be very comfortable using extensive Excel models  
• Knowledge of media industry a plus |
| Salary: | HKD $6000 / month |

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<tr>
<th>Job Title:</th>
<th>Worldwide Product Fulfillment (WPF) Summer Intern</th>
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| Role and responsibilities: | Contract Fulfillment:  
• Learn how to run Sales reports using ITSMS (SPE’s Sales/Servicing tracking system).  
• Learn how to Issue Access Letter or PO for appropriate vendors.  
• Help ensure timely delivery of materials (including but not limited to video, audio, metadata).  
• Help Update ITSMS within 24 hours of delivery.  
Technical & Process Flow Analysis/Design:  
• Participate the Interviews with clients and understand their digital workflow and infrastructure.  
• Understand the pros/cons of providing various specs with vendor and offer most cost |
**Effective Spec to Clients.**
- Help Asset Retrieval process to maximize SPHE/SPT assets for VOD/EST/TV repurpose.
- Learn the meaning of current metadata workflow and terminology of media asset.

**Asset Retrieval:**
- Learn how to run Home Entertainment avails report.
- Communicate with SPHE offices and Licensees in region.
- Work with WPF Global Logistics dept (NY) to ensure timely retrieval of localized assets + accurate data entry into GOLD.

**Research:**
- Learn how to research elements in GOLD (Purchase Order/Inventory System), SPiDR (Script/Subtitle Repository), ITSMS, PRISM, client databases, and vendor websites.
- Provide timely + comprehensive Localized material avails report to Sales, such as titles with subtitle files or foreign language tracks.

**Vendor Communication:**
- Help communicate with vendor to ensure timely delivery of materials to clients.

**Requirements / Qualification:**
- 2nd / 3rd year undergraduate in films, television, new media, communications and other media related majors preferred.
- Strong communication skill
- Proficient in spoken and written English

**Salary:** HKD $6000 / month

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<tr>
<th>Job Title</th>
<th>Marketing Summer Intern</th>
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**Role and responsibilities:**
- Update our database, client information, series information, etc.
- Work with Marketing Team to strategize around key product packages
- Maintain our promotions tracking chart for all clients (APAC)
- General data entry and filing
- Maintain premiums inventory as well as shipping of items
- Assist in the updating of our database with Chinese version of show titles and synopsis
- Track “current” social media concepts around key product.

**Requirements / Qualification:**
- 2nd/3rd year undergraduate in Social Sciences, Marketing, Media or Television
- Computer proficiency with knowledge of Excel, Power Point, Word, Adobe Creative Suite a bonus
- Strong attention to detail, accuracy and ability to multi-task
- Positive and a team player
- Knowledge of Japanese a plus

**Salary:** HKD $6000 / month
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<tr>
<th>Job Title:</th>
<th>Sales Administration Summer Intern</th>
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</table>
| Role and responsibilities: | • Data entry and analysis  
• Filing and Document handling  
• Administration and general clerical support  
• Daily operation of product management |
| Requirements / Qualification: | • Proficient in spoken and written English  
• Proficient in MS Excel  
• Interests in foreign (APAC) culture and trend in movie market  
• Strong communication skill  
• Proficient in MS Word  
• Knowledge of Japanese will be an advantage |
| Salary: | HKD $6000 / month |