

## ACM International Conference on Interactive Experiences for Television and Online Video (ACM TVX 2014)

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**T**he ACM International Conference on Interactive Experiences for Television and Online Video (ACM TVX) is the leading international conference for the presentation and discussion of research on online video and TV interaction and user experience. The conference is the evolution of the European Conference on Interactive TV (EuroITV), which over the last 10 years has provided a common discussion space and gathered a community around seminal and visionary works on concepts that have radically reshaped the TV and media landscape, such as secondary screens and social TV. After a fruitful decade, the steering committee decided to develop a stronger and stable link with an established research society, ACM. The goal was to become the key (and only) international scientific event for online video and TV research, complementing the successful commercial events and fairs (including IBC and NAB).

### ACM TVX 2014

The 1st ACM TVX, which took place in Newcastle Upon Tyne, UK, from 25–27 June 2014, brought together international researchers and practitioners from a range of disciplines, from human-computer interaction, multimedia engineering, and design to media studies, media psychology, and sociology (see Figure 1). More than 140 people attended the conference and participated in the workshops, courses, Hackfest, and doctoral consortium. Research agendas, frameworks, and results were presented in the form of long and short papers in the main technical program as well as in the format of grand challenges (kindly supported by BBC, BT, and FiContent) and the TVX in industry track. Interdisciplinarity was just one of the

conference's selling points. Others included the quality of research that was presented, the provision of a balance between industry and academic participation, and a program designed to foster attendee interaction through social events.

The conference also featured an interactive social event consisting of a large space of more than 20 demos and 12 posters showcasing the latest developments in online video and TV research. Participants were encouraged to wander, drinks in hand, and interact with the presenters and the demos, exploring current trends and challenges in this multidisciplinary field.

A committee of internationally renowned scientists from academia and industry processed the 80 paper submissions to the conference. The peer review process resulted in only 20 papers (25 percent) being accepted. The final program covered a broad range of the current challenges for online video and TV research. In particular, papers discussed relevant research about how to support interactive experiences and evaluate them in real, rather than lab-based, environments. Research presented covered topics such as end-user interaction mechanisms and multiscreen solutions. Two insightful keynote talks provided a better understanding of the present and future developments of the field:

- Dick Bulterman from FX Palo Alto Laboratory and VU University Amsterdam and
- Dale Herigstad, chief interaction officer at POSSIBLE and cofounder of SeeSpace.

Dick Bulterman's keynote revisited his past research at CWI on online video and TV introducing first prototypes of secondary screens, first social TV systems, and ultra-personal

recommender systems. Dale Herigstad focused on production aspects, with relevant insights about how visions are becoming realities (such as those featured in the movie *Minority Report*). Particularly interesting were the new concepts around augmented reality and 3D for television, where traditional spatial barriers at home are being broken.

Highlights of the conference include two well-attended workshops (Workshop on Empathic Television Experiences and International Workshop on Interactive Content Consumption); the social event with fantastic demos and posters (see Figure 2); and the Hackfest, where a number of hackers joined forces to develop novel and interesting applications. The best paper award went to “How to Lose Friends and Alienate People: Sharing Control of a Single-User TV System” by Mark McGill, John Williamson, and Stephen A Brewster.

The topics covered by the conference ranged from content production, presenting research on novel paradigms for the new media landscape such as transmedia storytelling, to systems and infrastructures, describing the architecture and deployment of systems that support television and online video (its delivery and synchronization). There were also presentations on devices and interaction techniques that enable a connected ecosystem to studies about how people interact and how systems should be designed to provide most engaging and novel user experiences. The works on data science and recommendations were extremely relevant, offering large-scale exploration of user feedback and providing novel mechanisms for rating and assessing media. Next year, we expect to receive relevant submissions about business models and marketing and media arts.

The host for ACM TVX 2014, the Culture Lab at Newcastle University, was carefully selected by the steering committee for its experience with organizing international scientific events. Given the attendees’ feedback, this was clearly the right decision (see Figure 3).

### ACMTVX 2015 and Beyond

ACM TVX 2015 will take place in Brussels, Belgium, from 3–5 June 2015. The host is the Digital Society Department of iMinds, an independent research institute founded by the Flemish government. The Digital Society Department stands for a truly interdisciplinary approach to ICT design, development, introduction, and deployment from user, social,



Figure 1. ACM International Conference on Interactive Experiences for Television and Online Video (ACM TVX 2014). Dick Bulterman gave the opening keynote in the conference space where paper presentations took place. (Photo by Rene Kaiser, [www.flickr.com/photos/49520289@N04/14556938122/in/set-72157645061959438](http://www.flickr.com/photos/49520289@N04/14556938122/in/set-72157645061959438))



Figure 2. Interactive Space where demos and posters were presented. Attendees could interact with presenters and try out new systems and interfaces on large and small screens. (Photo by Rene Kaiser, [www.flickr.com/photos/49520289@N04/14370291098/in/set-72157645061959438?rb=1](http://www.flickr.com/photos/49520289@N04/14370291098/in/set-72157645061959438?rb=1))

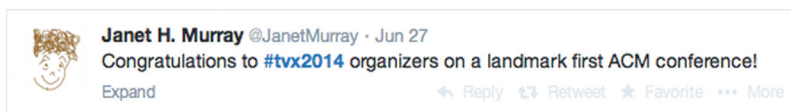


Figure 3. Attendee feedback from ACM TVX 2014. See <https://twitter.com/hashtag/acmtvx> for additional Twitter impressions.

economic, cultural, legal, and political points of view. It consists of three independent research centers: CUO (KU Leuven), MICT (UGent), and SMIT (VUB). The general chairs

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## ACM TVX 2014 Leadership and Resources

- *General chairs:* Patrick Olivier (Newcastle University), Peter Wright (Newcastle University), and Tom Bartindale (Newcastle University)
- *Program chairs:* Marianna Obrist (Sussex University), Pablo Cesar (CWI), and Santosh Basapur (Institute of Design, IIT)
- *Steering committee:* Santosh Basapur (Institute of Design), Pablo Cesar (CWI), Konstantinos Chorianopoulo (Ionian University), David Geerts (iMinds/KU Leuven), Hendrik Knoche (Aalborg University), George Lekakos (Athens University of Economics and Business), Artur Lugmayr (Tampere University of Technology), Marianna Obrist (Sussex University), and David A. Shamma (Yahoo Research).
- *Proceedings 2015:* <http://dl.acm.org/citation.cfm?id=2602299&coll=DL&dl=ACM>
- *Adjunct proceedings 2015:* [http://figshare.com/authors/ACM\\_TVX2014/563056](http://figshare.com/authors/ACM_TVX2014/563056)
- *Special issue:* <http://pucitvandvideoexperiences.wordpress.com>
- *ACM TVX 2014:* <http://tvx2014.com>
- *ACM TVX 2015:* <http://tvx2015.com>
- *ACM TVX steering committee:* <http://www.acmtvx.org>
- *ACM TVX community:* <http://www.sigchi.org/communities/tvx>

are David Geerts (iMinds/KU Leuven), Lieven De Marez (iMinds/UGent), and Caroline Pauwels (iMinds/VUB). The program chairs are Frank Bentley (Yahoo Labs) and Christian Timmerer (Alpen-Adria-Universität Klagenfurt).

This success of the 2014 conference offers strong evidence that setting up ACM TVX was the right decision, taken at the right time. ACM TVX is unique in that it is the only event focused on television and online video experiences that effectively combines technology, design, media studies, and human-centric research. TVX covers the more human-centric aspects that are not covered by ACM Multimedia or the smaller events sponsored by ACM, such as the Multimedia Systems Conference (MMSys) and International Conference on Multimedia Retrieval (ICMR). In addition, TVX's focus on TV-related topics, including media studies and content production, is not available at ACM SIGWEB conferences (DocEng, HyperText, and Web Science). TVX's focus on the more technical infrastructures and broad audience consumption issues are not dealt with in CHI, UIST, or CSCW.

We believe that TVX not only bridges currently isolated areas of investigation but, more importantly, addresses a need by providing good perspectives and research opportunities. We believe the future of TVX is bright, and that together with ACM, critical issues in the future of interactive media will be addressed. TVX has


a unique multidisciplinary identity and will be the home conference for those interested in the emerging landscape of truly interactive media studies. **MM**

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