

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

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ACM TVX2014: <http://tvx2014.com>

ACM TVX2015: <http://tvx2015.com/>

Twitter impressions: <https://twitter.com/hashtag/acmtvx>

ACM TVX SC: <http://www.acmtvx.org>

ACM TVX Community: <http://www.sigchi.org/communities/tvx>

The 1st ACM International Conference on Interactive Experiences for Television and Online Video (ACM TVX 2014) took place in Newcastle Upon Tyne, UK, from 25-27 June 2014. ACM TVX is the leading international conference for presentation and discussion of research into 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 ten years has provided a common discussion space and gathered a community around, seminal and visionary works on for instance 'Secondary Screens' and 'Social TV'; concepts that have radically reshaped the TV and media landscape. 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 very successful commercial events and fairs (e.g., IBC, NAB...)



Conference Space where paper presentations took place as well as keynote talks. In the picture the opening keynote by Dick Bulterman. (Photo by Rene Kaiser: <https://www.flickr.com/photos/49520289@N04/14556938122/in/set-72157645061959438>)

ACM TVX brings together international researchers and practitioners from a wide range of disciplines, from human-computer interaction, multimedia engineering and design to media studies, media psychology and sociology. Over 140 people attended the conference and participated in the workshops, courses, the "hackfest", and the doctoral consortium. Research agendas, frameworks and results were presented in the form of long and short papers in the main technical program, but also in the format of 'grand challenges' (kindly supported by BBC, BT, and FIContent), and the TVX in industry track. The conference also featured an interactive social event consisting of a large space of over 20 demos and 12 posters showcasing latest developments on 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 multi-disciplinary field.

Interdisciplinarity was just one of the conference's selling points. Other 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. A committee of internationally renowned scientists from academia and industry processed the 80

paper submissions to the conference. The reviewing process resulted in 20 papers (25%) 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 multi-screen solutions. Two insightful keynote talks provided a better understanding of the present and future developments of the field:

- Dick Bulterman (FX Palo Alto Laboratory & VU University Amsterdam)
- Dale Herigstad (Chief Interaction Officer at POSSIBLE and Co-Founder of SeeSpace).



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: <https://www.flickr.com/photos/49520289@N04/14370291098/in/set-72157645061959438?rb=1>)

ACM TVX 2014

General chairs:	Program chairs
Patrick Olivier, Newcastle University, UK	Marianna Obrist, Sussex University, UK
Peter Wright, Newcastle University, UK	Pablo Cesar, CWI, Netherlands
Tom Bartindale, Newcastle University, UK	Santosh Basapur, Institute of Design, IIT, USA

Proceedings: <http://dl.acm.org/citation.cfm?id=2602299&coll=DL&dl=ACM>
 Adjunct Proceedings: http://figshare.com/authors/ACM_TVX2014/563056
 Special issue: <http://pucityvandvideoexperiences.wordpress.com>

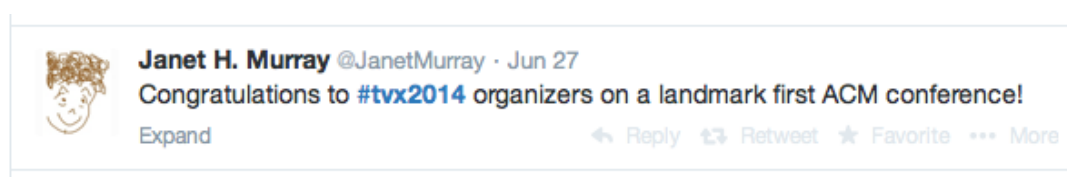
Highlights of the conference include two well-attended workshops (Workshop on Empathic Television Experiences and International Workshop on Interactive Content Consumption), the social event with fantastic demos and posters, and the Hackfest where a number of hackers joint forces for developing novel and interesting applications. Dick Bulterman and Dale Herigstad provided the keynote speeches. Dick 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 focused on the more production aspects, with relevant insights about how visions are becoming realities (e.g., Minority Report). Particularly interesting were the new concepts around AR and 3D for television, where traditional spatial barriers at home are being broken. The best paper award went for "How to Lose Friends & 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 were ranging from content production, presenting research on novel paradigms for the new media landscape including transmedia storytelling, to systems & infrastructures, describing the architecture and deployment of systems that support television and online video (e.g., its delivery and synchronization). From 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. Extremely relevant were the works on data science and recommendations, offering large-scale exploration of user feedback and providing novel mechanisms for rating and assessing media. Still, we expect next year to receive relevant submissions about business models and marketing and media arts.



Authors presenting their work at ACM TVX 2014

The host for ACM TVX 2014, Culture Lab at the Newcastle University, was carefully selected by the steering committee, supported by their experienced on organizing international scientific events. Given the attendees' feedback, this decision was clearly the right one.



ACMTVX 2015 and Beyond

ACM TVX2015 will take place in Brussels, Belgium from 3rd until 5th of June 2015. The host is the Digital Society Department of iMinds. iMinds is an independent research institute founded by the Flemish government. Its Digital Society Department stands for a truly interdisciplinary approach towards ICT design, development, introduction and deployment from a user, social, economic, cultural, legal and political point of view. It consists of three independent research centres, CUO (KU Leuven), MICT (UGent) and SMIT (VUB). The general chairs are David Geerts, Lieven De Marez and Caroline Pauwels. 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; 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 nor by the smaller events sponsored by ACM such as MMSys and ICMR. TVX's focus on TV-related topics, including media studies and content production, is not available in 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, therefore, that TVX not only bridges currently silo-ed 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 inter- and multi-disciplinary identity and will be the home conference for those interested in the emerging landscape of truly interactive media studies.

Steering Committee	
Santosh Basapur, Institute of Design, IIT, USA	George Lekakos, Athens University of Economics and Business, GR
Pablo Cesar, CWI, NL	Artur Lugmayr, Tampere University of
Konstantinos Chorianopoulos, Ionian	

University, GR David Geerts, CUO (iMinds/KU Leuven), BE Hendrik Knoche, Aalborg University, DK	Technology, FI Marianna Obrist, Sussex University, UK David A. Shamma, Yahoo! Research, USA
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