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Association for  
Computing Machinery

*Advancing Computing as a Science & Profession*



# TVX'17

Proceedings of the 2017 ACM International Conference on  
**Interactive Experiences for TV and Online Video**

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# Welcome from the General Chairs

It is our great pleasure to welcome you to Hilversum for the fourth edition of the *ACM International Conference on Interactive Experiences for Television and Online Video – ACM TVX2017*. The idea of hosting ACM TVX in the Netherlands came quite spontaneously through the interaction of three top Dutch research institutes: Delft University of Technology, TNO and CWI. Their combined, extensive track record in the design of television and online video experiences, and their strong joint interest in user-centered multimedia optimization, made the opportunity of organizing ACM TVX2017 exciting. We hope that, while at TVX2017, you will feel welcomed in this atmosphere that characterized the whole conference organization.

The conference takes place at the Netherlands Institute for Sound and Vision (NISV), which forms the heart of the Hilversum Media Park. The Media Park is the bustling hub of the Netherlands' media industry, where you will find traditional media broadcasters working alongside innovative media agencies. No fewer than 6.000 media professionals, specialists, creatives, presenters, technicians, enthusiasts and visionaries work here. The NISV building, a well-known architectural landmark in the Netherlands, hosts the greatest collection of Dutch audio-visual material heritage in the country. Over 750,000 hours of television, radio, music and film dating back to 1898 make this collection one of the largest in Europe, and the perfect place to host TVX2017.

TVX2017 follows the success of three previous editions of TVX conferences (held in Chicago, Brussels and Newcastle on Tyne), and builds upon the legacy of the EuroiTV conference series, organized between 2003 and 2013 all across Europe. The TVX community has always been highly multidisciplinary, welcoming experts from human-computer interaction, multimedia engineering and design to media studies, media psychology and sociology. In 2017 ACM TVX maintains this tradition, enforcing its quality standards by using double blind peer review for the full papers and notes in the main track. The conference also includes a wide range of formats for presentation and discussion of research, including Demos, Work-in-Progress and industry papers. To foster the participation of the newer generation of researchers, TVX also offers a Doctoral Consortium, while new ideas are stimulated through a set of five exciting workshops.

This conference would not be possible without the practical and financial support of many supporters. First of all, we would like to thank you for registering and attending the conference, as you are an important part of our community and your participation makes these events possible. We would also like to thank all the members of the organizing committee, who have worked very hard during more than a year to prepare the conference. Finally, we want to thank our sponsor, **ACM SIGCHI**, and our generous supporters, **The Netherlands Institute for Sound and Vision** and **Nokia**, who provided the welcomed logistic aid for making this conference an enjoyable experience.

We wish you have a great conference and hope that you will enjoy your stay in Hilversum!

**Judith Redi**

*ACM TVX 2017 General Chair  
Delft University of Technology*

**Omar Niamut**

*ACM TVX 2017 General Chair  
TNO*

**Dick Bulterman**

*ACM TVX 2017 General Chair  
CWI and Vrije Universiteit  
Amsterdam*