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# IMX 2020

Proceedings of the 2020 ACM International Conference on  
**INTERACTIVE MEDIA EXPERIENCES**

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# Welcome from the ACM IMX 2020 Chairs

It is our great pleasure to welcome you to ACM IMX 2020, the leading international conference for presentation and discussion of research into Interactive Media eXperiences. Continuing the successful tradition of the TVX series, ACM IMX brings together international researchers and practitioners from a wide range of disciplines, ranging from human-computer interaction, multimedia engineering and design, to media studies, media psychology and sociology.

The conference this year has experienced major transitions and changes. The ACM International Conference on Interactive Experiences for Television and Online Video (2014–2019) is, since the 2020 edition, the ACM International Conference on Interactive Media Experiences (ACM IMX). This change better reflects the topics of interest of the community, including all types of media-based experiences. In addition, due to the COVID-19 pandemic, this year the conference is fully virtual. We are disappointed that you do not get to enjoy the beauty, culture, and culinary delights of Barcelona (hosted by i2CAT). Nevertheless, the conference organisation has worked around the clock enabling a digital ecosystem allowing for the fruitful and robust exchange of ideas, critiques, and the roll out of exciting possibilities for our field moving forwards. As a community, we will make the best of this terribly difficult time by virtually celebrating the achievements of our colleagues in pushing the field of immersive media experiences forward in impactful and meaningful ways.

As part of the commitment of IMX to reinforce the importance of diversity within the community, this year we have introduced diversity chairs as part of the organising committee who monitor and participate fully in all aspects of the organisation and decision making activities of the conference – from the start to the end. Previously, in 2016 and 2017, TVX / IMX held well attended forums focusing on Asia. This was followed up in 2018 by the hugely successful instantiation of TVX / IMX in Seoul, Korea. In TVX / IMX 2020 (Barcelona), we are delighted to announce a special focused workshop looking at ‘Latin America’ as a region of interest. This is made possible due to the generous support from the SIGCHI Development Fund. In addition, we have introduced a number of initiatives to encourage and support diverse and inclusive participation – including travel and accommodation grants for students, and diversity and inclusion support for those on parental, disability, and related forms of leave. IMX 2020 is fully committed to accessibility, closely following the ACM SIGACCESS Accessible Conference Guide and inviting a workshop specifically focused on this key aspect: “XRAccess: Virtual Reality Meets Real Accessibility.” Unfortunately, due to COVID-19 and the cancelation of the physical meeting, most of these initiatives will in the end not happen; but will lead to continuing and further initiatives in the next editions of the conference.

For the technical program, the solicitation for contributions this year proposed eight possible topics for exploration including a new area encapsulating AI systems. The eight topics of interest included audience understanding; immersive and interactive content and experiences; technologies, systems, and interfaces; production tools and workflows; AI and machine learning; business models and marketing; cultural and social studies; and disruptive concepts and video-centric art. In response to the call for papers we received 53 papers from authors based in Africa, Asia, Europe, North America, and South America. Working with the diversity and inclusion chairs, the paper chairs endeavored to create an experienced, balanced, and diverse team of area chairs to support the review process. The peer-reviewed selection process for the ACM IMX 2020 program was, as always, rigorous and thorough. After a first round comprising three paper reviews, all authors were given the opportunity to address reviewer comments with a rebuttal. A second review round followed where the

reviewers anonymously discussed the submitted paper and rebuttal response with the other reviewers, and had the opportunity to adjust their reviews and review scores based on this discussion. Ultimately the assigned ACs came to a clear consensus on the decision in the vast majority of cases, while the ACs of a few borderline papers consulted with the TPCs for a final decision. This process resulted in 13 papers being accepted for virtual presentation at ACM IMX 2020, giving an overall acceptance rate of 26%. The *Best of IMX 2020* paper contributions were selected by a committee chaired by Santosh Basapur in conjunction with the Diversity and Inclusion chairs. The committee selected one paper for the *Best Paper* designation, and two papers for *Honorable Mention*. All of the accepted papers and work-in-progress articles have been included in the ACM Digital Library using TAPS (The ACM Publishing System), which is a brand new pipeline which simplifies the camera ready process.

The ACM IMX 2020 papers program was the result of a dedicated and sincere volunteer effort. We would like to thank our 19 hardworking associate chairs for generously giving their time to manage the review process, provide feedback to authors, and review some of the papers as well. Moreover, their work would not have been possible without the 73 external reviewers who offered their expertise for the peer-review process and our paper-writing mentors who offered feedback and guidance to authors seeking editorial tips, paper proofreads, and advice on how to structure papers.

We are also really delighted that despite current global challenges, we will have the opportunity at the conference to hear keynote speeches from two world leaders in virtual reality: Mel Slater from the University of Barcelona, and Nonny de la Peña, CEO and Founder of Emblematic Group. IMX 2020 as well includes three workshops during the pre-conference day, and an inspiring great Creative Challenge on the “The future of storytelling with augmented reality”, sponsored by Snap and with the participation of many academic teams around the world. During the conference days, seven demos, fourteen work-in-progress posters, three IMX in industry papers, and three doctoral consortium presentations are scheduled. We are thrilled by the wide ranging and insightful work that constitutes the ACM IMX 2020 program, and we hope that the conference will provide you with many opportunities to present and exchange ideas with IMX researchers and practitioners from institutions around the world.

We are grateful to the Organizing Committee, reviewers and everyone involved in the process of making this conference a success. We thank as well our sponsors and supporters ACM SIGCHI and ACM SIGMM, and our industry sponsors Verizon Media and Snap, as well as Glasgow Interactive Systems Section (GIST), for providing the means to make this conference not just possible, but also creative, exciting, and meaningful. Finally, we would like to thank you all for showing up, registering, and giving your attention to your colleagues during a tremendously difficult time. We appreciate each and every one of you and look forward to the day when we can maybe thank you in person!

**Pablo Cesar**  
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