Message from the General Chairs
BigMM 2021

Multimedia, as one of the most important and valuable sources for insights and information, is increasingly being considered as big data. Multimedia big data includes but is not limited to text, image, graphics, audio, video, social, and sensor data that is highly valuable in decision making. It covers from everyone's experiences to everything happening in the world. As such, multimedia big data is spurring on a tremendous amount of research and development of related technologies and applications.

Multimedia Big Data 2021 (BigMM 2021) aims to establish a community of researchers from academia and industry focusing on the synergetic interactions between multimedia content and big data analytics. It is a world premier forum of leading researchers in the highly active multimedia big data research, development and applications.

The conference aims to bring together researchers from different areas and solicits high-quality original research papers relevant in any aspect of multimedia big data but not limited to the following broad themes:

- Multimedia Big Data and User Engagement
- Social media mining; affective computing
- Multimedia search; ranking; summarization
- Multimedia recommendation systems
- Security and privacy
- Multimedia Big Data Experience
- Human-computer interactions, visualization, and navigation
- Digital humanities; arts; storytelling
- Multimedia applications; multimodal interactions and interfaces
- Multimedia Big Data Content Understanding
- Multimodal integration and alignment
- Vision and language; audio/visual processing
- Large scale multimodal content (image/audio/video) understanding and processing
- Multimedia Big Data Systems
- Large scale multimedia systems and middleware
- Transport and delivery
- Large scale multimedia systems and middleware
- Green computing; resource-efficient multimedia and big data computing

The success of such a high quality international conference depends greatly on the involvement of many individuals. We would like to thank the Conference Organizing Committee and Program Committee members, especially Program Committee Co-Chairs Humphrey Shi, Wen-Chung Shih, and Fabio Persia, and; Workshop Chairs Wen-Huang Cheng, Cheng-Hsin Hsu, Wu-Yuin Huang, Yogesh Singh Rawat, Rajiv Ratn Shah, Mike Shou, and Y.-C. Frank Wang; Award Chairs Homer Chen and Mohan Kankanhalli; Publicity Chairs Chia-Hui Chang and Jenny Jin; Finance Chair Rong-Ming Chen; Publication Chair Ka-Lok Ng; Local Arrangement Chair Tony Liao; Registration Chair W.T. Chang. In addition, our deepest appreciation goes to our renowned Keynote Speakers for sharing their vision, insights, and experiences. Finally, we wish to thank all the Program Committee. The committee worked tirelessly in a coordinated manner to produce an exciting program with top experts delivering speeches in many critical fields. We are thankful for their leadership, wisdom, and hard work. Last, but not the least, we thank all attendees for making BigMM 2021 a very successful conference this year.

We hope that you enjoy the stimulating program and have a great time at BigMM 2021.

Dick Bulterman, CWI, The Netherlands
Mark Liao, Academic Sinica, Taiwan
Phillip Sheu, University of California, Irvine, USA
General Co-Chairs