

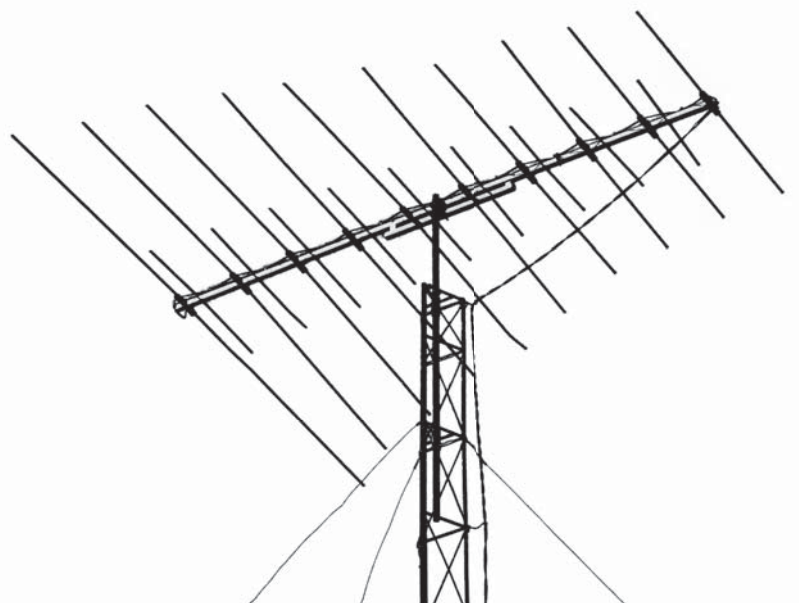
First announcement and call for papers



EuroITV.2008

from July 3rd to 4th 2008 in Salzburg, Austria

6th European Interactive TV Conference



The special theme of the EuroITV2008 conference is:

“Changing Television Environments”

The EuroITV conference brings together researchers and practitioners from diverse disciplines that include human-computer interaction, media studies, computer science, telecommunications, audiovisual design and management. The organizing committee invites you to submit original high quality papers addressing the special theme and the topics, for presentation at the conference and inclusion in the proceedings.

Important Dates

Tutorials and Workshop Proposals	December 7, 2007
Full Papers Submissions	January 11, 2008
Short Papers, Posters, Doctoral Consortium, Demos	February 29, 2008
Industrial Case Studies	April 25, 2008

We welcome submissions that address interactive TV with special emphasis on:

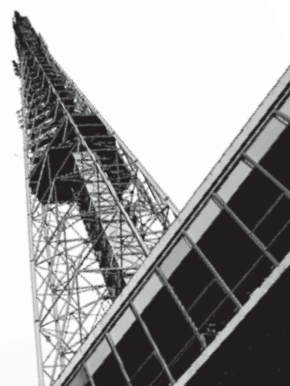
- Changing TV contexts and new entertainment environments
- Changing user behaviors, user experiences and needs
- Changing TV technologies and production environments
- Changing TV towards new content formats
- Changing services and business models

Paper submission will be peer-reviewed and all accepted papers will be published by an international publisher. Extended versions of selected papers will be considered for a special issue in a journal. A selection of the best papers will be published in a special issue of ACM Computers in Entertainment (<http://www.acm.org/pubs/cie/>).



Papers are solicited from, but not limited to the following topics:

- Beyond the home context, extended home, Mobile TV
- Ambient intelligence, ambient media environments
- Social TV, sociability, usability and user experience
- Digital content production, HDTV and digital cinema
- Asset management, metadata and content enrichment
- Entertainment computing, games, betting, game shows
- Broadband and IPTV
- 3DTV and VR systems
- Audience research, ethnography, user studies
- New advertising and revenue models for television
- Accessibility, universal access, multimodal interaction
- Business models, media management, media economics, t-commerce, t-learning
- Web2.0, user-generated content
- Communication services, video conferencing, messaging
- Content management, digital rights management
- Interactive storytelling, interactive advertising
- Electronic program guide, video search, video navigation
- Enhanced TV (news, weather, sports)
- Changes in technical requirements and infrastructures (ubiquitous and mobile)
- Standards (TV-Anytime, MPEG-4, MPEG-7, SMIL)
- Multimedia, graphics, broadcast and video technology
- Personalization, user modelling, intelligent user interfaces
- Ethical, regulatory and policy issues



Conference Organizing Committee

General Chair

Manfred Tscheligi, HCI & Usability Unit, ICT&S, University of Salzburg, (A)

Conference Co-chairs

Marianna Obrist, HCI & Usability Unit, ICT&S, University of Salzburg (A)

Artur Lugmayr, NAMU group, Tampere University of Technology, Tampere (FI)

Tutorials Chair

Judith Masthoff, University of Aberdeen (UK)

Doctoral Colloquium Chair

Lyn Pemberton, University of Brighton (UK)

Demonstration Chairs

Erika Reponen, Nokia Research Center, Tampere (FI)

Thomas Mirlacher, HCI & Usability Unit, ICT&S, University of Salzburg (A)

Industrial Case Studies Chairs

Sander A.J.P. Limonard, TNO ICT (NL)

Owen Daly-Jones, Serco Usability Services (UK)

Gunnar Harboe, Motorola Labs (US)

Short Papers & Posters Chairs

Regina Bernhaupt, HCI & Usability Unit, ICT&S, University of Salzburg (A)

David Geerts, Centre for Usability Research, Mediacentrum, K.U.Leuven (BE)

Workshop Chairs

Pablo Cesar, CWI (NL)

Hendrik Knoche, University College London (UK)

Industrial Liaison Chairs

Michael Darnell, Microsoft TV, San Francisco (US)

Bart Hemmerlyckx-Deleersnijder, Alcatel-Lucent (BE)

Local Arrangements Committee

HCI & Usability Unit team

Local Chairs

Elke Beck and Alexander Meschtscherjakov

Supported by



Gold Sponsor

Microsoft TV

Bronze Sponsor

Co-organized by



In cooperation with



ICT&S Center

Advanced Studies and Research in Information and Communication Technologies & Society
University of Salzburg

For up to date information and further details please visit: <http://www.EuroITV2008.org/>

Send your contributions and any inquiry about the conference to: info@euroitv2008.org

To receive updates about EuroITV2008 Conference, subscribe to the Conference mailing list by going to: <http://lists.icts.sbg.ac.at/cgi-bin/mailman/listinfo/euroitv2008-info>

Host

HCI & Usability Unit, ICT&S Center of the University of Salzburg (<http://www.icts.uni-salzburg.ac.at>)

