

# SIGMM 2014 Retreat Report

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Reported at SIGMM Business Meeting

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# Goals and Objectives

- Previous retreats: 2004, 2008
- To develop strategic plans for SIGMM
  - Vision and scope
  - Conference best practices
  - Industry participation
  - Journal publication TOMM
- 28 participants
- Focused discussion on few selected topics
- Presentation and feedback at SIGMM general meeting
- Aim at specific actionable outcomes



# SIGMM Retreat '14 Participants

Shih-Fu Chang		Tat-Seng Chua		Chong-Wah Ngo		Dick Bulterman	
Rainer Lienhart		Klara Nahrstedt		Yong Rui		Alan Hanjalic	
Nicu Sebe		Mubarak Shah		Michael Lew		Arnold Smeulders	
Balakrishnan Prabhakaran		Susanne Boll		Jiebo Luo		Alex Jaime	
Carsten Griwodz		Ayman Shamma		Kien Hua		Maria Zemankova	
Ralf Steinmetz		Alan Smeaton		Roger Zimmermann		Alberto del Bimbo	
Thomas Plageman		Alexander Hauptmann		Wei Tsang Ooi		Shervin Shirmohammadi	

# Questions Addressed at the Retreat

# Question: Vision & Scope

- What does ACM-MM stand for and what should it cover?

“Always Multiple Modalities”: strictly multimodal papers only

Vs.

“X for MM”: Technology or foundation X that will have impacts on multimedia

(e.g., X= vision, music, HCI, NLP, sensors, networking, big data, machine learning, social media, etc.)



# Question: Vision & Scope

- What are the new emerging technical frontiers and grand challenges that SIGMM is best positioned to lead?

# Question: Best Practices and Policy

- Should we “fix” a few best practices for organizers to follow from year to year?
  - E.g., submission policies, area topics, review system, grand challenge topics, etc.
- Should we make all papers full length like CVPR but keep oral and poster distinction?

# Question: Industry Participation

- How to make SIGMM events and publications more relevant and attractive to industry?
- How to attract stronger sponsorship from industry?
  - Recruiting, data and benchmarking, grand challenge, open software, etc.



# Summary of Discussion Results

# MM Vision and Scope (1)

1. Adopt a **T-shaped** Scope for MM
  - Emphasize both **core** and **breadth**
2. MM should develop a small set of unique **core areas**. E.g.,
  - Multimedia integration
  - Multimedia experience
  - Multimedia representation
  - Integration of multiple devices and contexts
  - Distributed multimedia computing

# MM Vision and Scope (2)

- MM should continue to be an open forum for broad interaction among different technical disciplines
  - This is what ACM-MM has been recognized for.
  - Papers contributing to “X and Multimedia” will continue be welcome.
  - e.g., X enables cross-cutting foundation or novel functionalities for multimedia systems and applications
  - e.g., X= vision, music, HCI, NLP, sensors, networking, big data, machine learning, social media, etc.

# MM Vision and Scope (3)

- SIGMM should take advantage of the broad community scope to facilitate interdisciplinary collaboration and develop integrated solutions in emerging application areas.
  - E.g., health, education, science, humanities, entertainment, art, culture, manufacturing, globalization, etc.

# Best Practices - Summary

- Keep high consistency between areas from one year to another (i.e., define core multimedia topics). Have a few new areas (e.g., supported by previous successful workshops)
- Allow GCs and PCs to submit provided that the submission policy is explicitly published
- Ask for registration policies when the proposals to host conferences are submitted
  - ideally, they are expected to follow the agreed policy (long paper – full registration; full registration – two non-long contributions; student registration – any non-long contribution; students can attend banquet/reception).
- Keep the short/long paper distinction

# Best Practices - Implementation

- Update the “Report of ACM Multimedia Conference Review Committee” (coordinated by Tat-Seng Chua): <http://sigmm.org/records/records1101/featured05.html>
- Establish stable paper review structure and reviewer database
- Initiated discussions with the ACM MM 2015 organizing committee on the areas and policies

# Industry Participation

- Brand
  - Explain what MM is and it's value for hiring strategy
- Sponsorships
  - Move to SIGMM organization
  - Submit Email/CV with Registration
  - Move Booths to Maximize Engagement
  - Regularly Sponsor Events (Start with ACMW)
  - Appoint Sponsor Chair at SIGMM level?
- Data
  - Links on SIGMM Page
  - Plan Data Workshop for 2015
- Grand Challenge
  - Review Stats for efficacy
  - Move to SIGMM organization

# TOMM

- Decide not to move publication of ACMMM full papers to TOMM
  - Avoid disruption of excellent ACMMM brand
  - Explore other ways to further promote TOMM
- Create a special session (oral or poster) for selected TOMM papers published in previous year to be presented at ACMMM



# SIGMM Retreat

- Report will be available on SIGMM web site.
- Action plans will be implemented in the next few years.
- Please send comments and suggestions to us!