

**Networked Media Production & Consumption
in a Convergent World**

3-5 September 2008
Mediterranean Agronomic Institute of Chania
Geraniotis Beach Hotel
Chania, Crete, Greece

Journalism, Search, Personalisation, Semantics, Recommenders,
Privacy, Metadata, Research, Social Web, Context, Social Net-
works, Folksonomy, Access, Code of Conduct, Retrieval, Collab-
orative Filtering, Tagging, Mobile, Citizen Rights, Networked
Electronic Media, Innovation Journalism

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**Programme for Media Professionals
“360 Degree Journalism”**

**Summer School on
Multimedia Semantics 2008**



3-5 September 2008

**Mediterranean Agronomic Institute of Chania
Chania, Crete, Greece**

Orbitalano

Understanding and thereby manipulating multimedia content at the semantic level is the only way towards realizing the full potential of emerging digital media technologies aimed at the delivery of compelling multimedia solutions. The integration of knowledge, semantics and low-level multimedia processing for the purpose of automatic semantics extraction from multimedia content is still the subject of active research in academia and industry. The purpose of this event is to bring the relevant academic and media professional societies closer to the latest research and commercial developments providing the opportunity to gain deeper insight into the related research challenges and the ever increasing number of new applications.

SSMS has been held on two previous occasions and 2008 will build upon the success of these events. A notable novel aspect of this year's programme is the objective to connect multimedia semantics researchers with the professional media sector. To this end, two groups of attendees have been catered for: postgraduate students and researchers attending a 5-day programme centred around state-of-the-art technologies and research issues; and professionals attending a 3-day programme explaining the application of semantic technologies to their day-to-day activities. The fifth day of the event will bring both groups together attending a series of lectures from representatives of world renowned organisations.

We welcome you to SSMS 2008 and wish you a pleasant and constructive stay.

The SSMS 2008 Organising Committee.

Nikos Sarris, Athens Technology Center S.A., Greece

Scientific Programme

Yiannis Kompatsiaris - Informatics and Telematics Institute, Greece

Ebroul Izquierdo - Queen Mary University of London, UK

Noel O' Connor - Dublin City University, Ireland

Gael Richard - ENST, France

Professional Programme

Wilfried Runde, Jochen Spangenberg, Martin Pinkerneil - Deutsche Welle, Germany

Paulo Villegas - Telefonica I+D, Spain

Antonis Karatzias - DIAS Publishing House Ltd, Cyprus

Local Arrangements

Mary Saltou, Garifalia Sebou - Athens Technology Center S.A., Greece

DAY 1

Wednesday 3 September 2008

Venue: Mediterranean Agronomic Institute of Chania

Time: 10:00 - 16:30

Journalist's Coaching and Survival Camp

Hosts & Trainers

Antonis Karatzias, DIAS publishing, Cyprus

Betty Tsakarestou, DIAS publishing, Cyprus

DAY 2

Thursday 4 September 2008

Venue: Mediterranean Agronomic Institute of Chania

Time: 10:00 - 17:00

10:00 - 10:10 Introduction - setting the scene

10:10 - 10:50 Calais - the media and the semantic web
Barak Pridor, CEO Clearforest (a Reuters company), Los Angeles

10:50 - 11:00 **Q&A**
Barak Pridor

11:00 - 11:30 Coffee Break

11:30 - 13:00 **Towards Seamless Multimedia Production and Multi-Platform Delivery State-of-the-art vs. User requirements** (Presentations and Discussion)

The Guardian - A newspaper goes multimedia
Robert Freemann, Head of Video, The Guardian, London

A News Agency in Transition
Meinolf Ellers, CEO, dpa-infocom, Hamburg

Content Management, Data Mining, CRM
Frank Pörschmann, IBM Global Business Services, Hamburg

Mobile Services and Mobile Devices
Paola Hobson, Motorola Labs, Basingstoke

Newsgaming
Julian Kücklich, Press Association, London

13:00 - 14:30 Lunch Break

14:30 - 15:00 Watch this social computing space
Clancy Childs, Sales Engineer, Partner Services, Google, London

15:00 - 15:30 Concerns about Privacy & Innovation in ICT and Media Industries
Rainer Böhme, Privacy and Data Security Group, TU Dresden

15:30 - 16:00 Coffee Break

16:00 - 17:00 **Talking about Networked Journalism, Search, Privacy, Filtering, Personalisation**

Willi Rütten, Director European Journalism Centre, Maastricht
Andreas Neus, IBM Germany / Karlsruhe Service Research Institute, Karlsruhe
Rainer Böhme, Privacy and Data Security Group, TU Dresden, Dresden
Robert Freeman, Head of Video, The Guardian, London

17:00 End of MESH Summer School for Media Professionals Day 2

18:30 Excursion and dinner at the Therissos traditional village

DAY 3

Friday 5 September 2008

Venue: Geraniotis Beach Hotel

Time: 10:00 - 17:30

MESH Training & Validation Sessions

Hosts

Jochen Spangenberg, Deutsche Welle, Berlin

Wilfried Runde, Deutsche Welle, Bonn

Mirko Lorenz, Deutsche Welle, Bonn