

**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**

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