

4th European Interactive TV Conference

EuroITV 2006

Beyond Usability, Broadcast, and TV

Organizing Committee

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Program Committee

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B. Smith, University College Dublin, Republic of Ireland
J. Thornton, Palo Alto Research Center (PARC), USA
G. Uchyigit, Imperial College London, UK
P. Vorderer, University of Southern California, USA

Social Events and Excursions

Social events will be held during the conference. The venue will be conveniently located for excursions to historical places and islands, before and after the event.

General Information

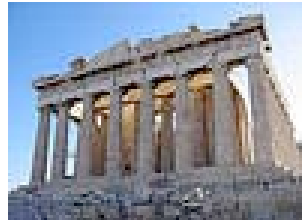
Send your contributions and any inquiry about the conference to: euroitv@uitv.info
For up to date information and further details visit:
<http://uitv.info/euroitv06/>

Host

Department of Management Science and Technology
Athens University of Economics and Business

4th European Interactive TV Conference

Athens, Greece, May 25-26, 2006



Following on from three previous EuroITV conferences, the steering committee of the EuroITV has decided to hold the 4th European Interactive TV Conference in Athens, Greece. After the successful organization of the Summer Olympics 2004, Athens enjoys a modern infrastructure that facilitates business and leisure activities.

EuroITV 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.

Special Theme

The special theme for the EuroITV 2006 conference is: "Beyond Usability, Broadcast, and TV." We welcome submissions that address interactive TV with a focus on the following emerging research and practice issues:

- Beyond usability: Sociability, playability, emotional design
- Beyond broadcast: Internet Protocol TV (IPTV), peer-to-peer (P2P) distribution
- Beyond TV: Cross media, mobile TV, smart home, home media station

Topics

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

- Games, betting, play-along game shows, enhanced TV (news, weather, sports, etc), t-commerce, t-learning, t-health, interactive advertising, interactive storytelling
- Business models, media management, media economics, Ethical, regulatory and policy issues

Scheduled Speakers and Themes

- *Human Connectedness* by S. Agamanolis
- *Interactive TV Graphics* by P. Cesar
- *Mobile TV and Interactive TV Usability* by O. Daly-Jones
- *Beyond Usability*, J. Jensen
- *DTV Metadata and Ambient TV* by A. Lugmayr
- *Business Models* by M. Pagani
- *Interactive Narrative* by E. Wand

Find more information about speakers and themes on the web site: <http://uitv.info/euroitv06/>

- Entertainment computing, multimedia, graphics, broadcast and video technology, interoperability, standards, metadata, content management, digital rights management
- Communication services, video conferencing, messaging, electronic program guide (EPG), video search, video navigation, authoring, production and virtual reality systems
- Usability, accessibility, universal access, multimodal interaction, personalization, user modeling, intelligent user interfaces, audience research

Final Call for Papers

Download paper guidelines from <http://uitv.info/euroitv06/cfp/> and send all contribu-

Courses and workshops	September 30, 2005
Full and short papers	November 30, 2005
Research in progress, doctoral consortium, videos, demos, panels	January 30, 2006

tions to euroitv@uitv.info. All accepted papers and contributions will be published in the conference proceedings. Full paper submissions will be peer reviewed and published in a book, by Idea Group Inc. A selection of papers will be published in a special issue of ACM Computers in Entertainment (<http://www.acm.org/pubs/cie/>).