

# **uxtv08**

**First International Conference on  
Designing Interactive User Experiences for TV and Video**

**Conference Program**

October 22-24, 2008

Microsoft Conference Center  
Mountain View, California, USA

# Welcome

Welcome to the uxtv08 conference in the world famous “silicon valley” of California.

We have put together a great series of talks and hope that they will be informative and enjoyable.

We would like to thank the committee members, speakers and presenters for making this conference possible and to Microsoft TV and Microsoft Mediaroom for its sponsorship.



### Contact Information

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Send email to [info@uxtv2008.org](mailto:info@uxtv2008.org)

Up-to-date information is available on the conference website: <http://uxtv2008.org>

### Wireless Internet Access

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1. Connect to the wireless network:  
**MSFTGUEST**
2. Open your web browser and specify the username and password from the back of your conference badge.

### Share Your Conference Photos

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1. Go to <http://www.flickr.com>
2. If you have an account, sign into it. If you don't have an account, create one.
3. Click on the **Groups** tab and search for **uxtv2008**.
4. Join the **uxtv2008** group and add your conference photos.

### Buses and Taxis

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The uxtv08 conference provides bus service between the Creekside Inn and the Conference center. (see the uxtv08 schedule pages and map)

If you need taxi service, the receptionist in the Conference center lobby can make arrangements.

# Day 1 (Wednesday, October 22)

## Morning (Tutorial and Workshop)

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- 8:30 Bus from Creekside Inn to Conference center
- 9:00 Check-in & Registration - Conference center lobby  
 Buffet breakfast - Galileo auditorium lobby  
 Demo and Poster setup (all day) – Mercury Room
- 9:15 Bus from Creekside Inn to Conference center
- 10:00 Tutorial: Introduction to User Experience Design for Interactive TV - *Pablo Cesar and Konstantinos Chorianopoulos* (120 min) - Saturn Room
- Workshop: Personalised TV Experiences and Authentication Methods - *Markus Mund and Silja Hallmark* (120 min) - Jupiter Room

## Noon

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- 12:00 Buffet lunch – Galileo auditorium lobby  
 Bus from Creekside Inn to Conference center
- 12:45 Bus from Conference Center to Creekside Inn
- 13:00 Tutorial: Ambient Media and Beyond - *Artur Lugmayr* (120 min) - Saturn Room
- Workshop: Social Television and Video: Opportunities, Challenges, and Future Outlook - *Noor Ali-Hasan* (120 min) - Jupiter Room
- 15:00 Break & Snack – Galileo auditorium lobby
- 15:30 Tutorial: Professional Editing Techniques to Enhance Video - *Jonathan Smilowitz* (120 min) - Saturn Room
- Doctoral Consortium - *Rich Gossweiler* (120 min) - Executive Conference Room

## Evening (Opening Reception)

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- 17:30 Bus from Conference center to Garden Court Hotel
- 18:00 Opening reception – Beer, Wine and hors d'oeuvres – Garden Court Hotel, Palo Alto (see map)
- 19:30 First bus from Garden Court Hotel to Creekside Inn and Conference center
- 20:00 Second bus from Garden Court Hotel to Creekside Inn and Conference center

# Day 2 (Thursday, October 23)

## Morning (Invited Speaker and Paper Sessions)

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7:30 Bus from Creekside Inn to Conference center

8:00 Check-in & Registration Conference center lobby  
Buffet breakfast - Galileo auditorium lobby (45 min)

8:15 Bus from Creekside Inn to Conference center

8:45 Welcome – Galileo auditorium (15 min)

9:00  **Invited Speaker – Elissa Lee (TiVo) “The TiVo User Experience” – Galileo auditorium (60 min)**

10:00 Break & Snack – Galileo auditorium lobby (30 min)

10:30 TV Viewer Studies I – Session Chair: Sheri Panabaker - Jupiter Room

Practical Issues in Subjective Video Quality Evaluation: Human Factors vs. Psychophysical image quality evaluation - *Marc Sullivan, James Pratt and Philip Kortum* (15 min)

Audience Reactions to TV Advertising and Product Placement - *Kenneth C. Wilbur, Michelle S. Goeree and Geert Ridder* (25 min)

Eye Tracking of Television and Video User Experiences - *Noor F. Ali-Hasan, Elizabeth Harrington and Joel B. Richman* (15 min)

How Text and Audio Chat Change the Online Video Experience - *Justin D. Weisz and Sara Kiesler* (25 min)

iTV Design Approaches – Session Chair: Artur Lugmayr - Saturn Room

Mu: Channel UI to optimize the widget control in Internet TV- *Seungchul Shin, Jinho Yim and Scott Song* (15 min)

Creating augmented and immersive television experiences through the application of a semantic framework - *Sergio Goldenberg* (15 min)

Modeling emotional context as latent semantics - *Michael Kai Petersen and Andrius Butkus* (15 min)

Entertaining iTV Applications for Local Communities - *Gunther Kreuzberger, Imke Hoppe and Peter Dunker* (15 min)

Innovation for Inclusive Design: An Approach to exploring the iDTV Design space - *Mark Springett and Richard Griffiths* (25 min)

## Noon

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12:00 Buffet lunch – Galileo auditorium lobby (60 min)

# Day 2 (Thursday, October 23)

## Afternoon (Invited Speakers and Paper Sessions)

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13:00



**Invited Speaker – Dale Herigstad (Schematic) “Spatial context in TV navigation (and the evolution to gesture)” – Galileo auditorium (60 min)**

14:00

Social Aspects of TV – Session Chair: Marc Sullivan - Jupiter Room

iTV Design I – Session Chair: Greg Edwards - Saturn Room

SMS-Based Human-Hosted Interactive TV in Finland - *Pauliina Tuomi* (15 min)

A Questionnaire-Based Study on Delayed Reciprocity in a P2P-TV System - *Jenneke Fokker, Piet Westendorp, Johan Pouwelse and Huib de Ridder* (15 min)

The Implications of Program Genres for the Design of Social Television Systems - *David Geerts, Pablo Cesar and Dick Bulterman* (25 min)

Absolute Pointing and Tracking based Remote Control for Interactive User Experience - *John Sweetser, Anders Grunnet-Jepsen and Gopal Panchanathan* (25 min)

Social TV: Introducing Virtual Socialization in the TV Experience - *Evangelia Mantzari, George Lekakos and Adam Vrechopoulos* (15 min)

The Analysis of Network on Massively Collaborative Creation of Multimedia contents - *Masahiro Hamasaki, Hideaki Takeda and Takuichi Nishimura* (15 min)

CollaboraTV: Making Television Viewing Social Again - *Mukesh Nathan, Chris Harrison, Svetlana Yarosh, Loren Terveen, Larry Stead and Brian Amento* (25 min)

One-Handed Mobile Video Browsing - *Wolfgang Hürst and Philipp Merkle* (25 min)

15:30

Break & snack – Galileo auditorium lobby (30 min)

16:00



**Invited Speaker – Jakob Nielsen (NNG) “Web Video: Do Web Usability Guidelines Apply?” – Galileo auditorium (60 min)**

## Evening (Dinner Cruise on San Francisco Bay)

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17:00

Bus from Conference center to Pier 3, San Francisco

18:15

Dinner cruise aboard California Hornblower Yacht – Departs Pier 3, San Francisco (see map)

21:30

Bus from Pier 3, San Francisco to Conference center and Creekside Inn

# Day 3 (Friday, October 24)

## Morning (Paper Sessions)

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|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:30  | Bus from Creekside Inn to Conference center                                                                                                                                |                                                                                                                                                                                                                  |
| 8:00  | Buffet breakfast - Galileo auditorium lobby (60 min)                                                                                                                       |                                                                                                                                                                                                                  |
| 8:15  | Bus from Creekside Inn to Conference center                                                                                                                                |                                                                                                                                                                                                                  |
| 9:00  | Reviews and Theories of iTV – Session Chair: Mark Schlager - Jupiter Room                                                                                                  | Designing iTV Features – Session Chair: Judith Masthoff - Saturn Room                                                                                                                                            |
|       | Interactivity and User Participation in the Television Lifecycle: Creating, Sharing, and Controlling Content - <i>Pablo Cesar and Konstantinos Chorianopoulos</i> (15 min) | Google TV Search: Dual-Wielding Search and Discovery in a Large-Scale Product - <i>Manish Patel, Rich Gossweiler, Mehran Sahami, John Blackburn, David Brown and Andrea Knight</i> (25 min)                      |
|       | The Concept of Interactivity – revisited - <i>Jens F. Jensen</i> (15 min)                                                                                                  | Balancing the Power of Multimedia Information Retrieval and Usability in Designing Interactive TV - <i>Hyowon Lee, Paul Ferguson, Cathal Gurrin, Alan F. Smeaton, Noel E. O'Connor and Heeseon Park</i> (25 min) |
|       | Attributes underlying involvement with video material - <i>Nele Van den Ende, Dragan Sekulovski, Jettie Hoonhout and Lydia Meesters</i> (15 min)                           | Producing Collaborative Video: Developing an Interactive User Experience for Mobile TV - <i>Mattias Esbjornsson, Arvid Engstrom, Oskar Juhlin and Mark Perry</i> (25 min)                                        |
|       | A Map of the Television Experience - <i>Maurice McGinley</i> (15 min)                                                                                                      |                                                                                                                                                                                                                  |
|       | The Interactive Television User Experience So Far - <i>William Cooper</i> (25 min)                                                                                         |                                                                                                                                                                                                                  |
| 10:30 | Break & snack – Galileo auditorium lobby (30 min)                                                                                                                          |                                                                                                                                                                                                                  |

# Day 3 (Friday, October 24)

11:00 TV Viewer Studies II – Session Chair: Sheri Panabaker - Jupiter Room

"My TV is the family Oven / Toaster / Grill": Personalizing TV for the Indian Audience - *Nimmi Rangaswamy, Sumitra Nair and Kentaro Toyama* (15 min)

iEPG: An Ego-Centric Electronic Program Guide and Recommendation Interface - *Chris Harrison, Brian Amento and Larry Stead* (15 min)

Making Digital TV Easier For Less-Technically-Inclined People - *Michael J. Darnell* (15 min)

Tag-Based Information Retrieval of Video Content - *Mark Melenhorst, Marjan Grootveld, Mark van Setten and Mettina Veenstra* (25 min)

iTV Design II – Session Chair: Charles Migos - Saturn Room

iTV Project: an authoring tool for MHP and Ginga-J based on a web environment - *Anderson Fér, Marcos Roberto and Carlos Botelho* (15 min)

Designing for User Experience: What to Expect from Mobile 3D TV and Video? - *Satu Jumisko-Pyykkö, Mandy Weitzel and Dominik Strohmeier* (25 min)

Grasping Product Pragmatics: A Case with Internet on TV - *Aylin Koca, Mathias Funk, Evangelos Karapanos and Anne Rozinat* (25 min)

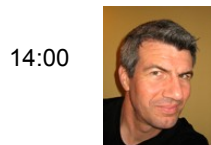
## Noon (Posters and Demos)

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12:15 Special Demo and Poster Session - buffet lunch - Galileo auditorium lobby, Mercury, Saturn and Jupiter rooms. Authors will be on hand to discuss their Demos and Posters (105 min) (see Posters and Demos)

## Afternoon (Invited Speaker)

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14:00 **Invited Speaker – Gunthar Hartwig (YouTube) “YouTube and the Evolving Nature of Interactive Video” – Galileo auditorium (60 min)**

15:00 Closing comments and future events – Galileo auditorium (15 min)

15:15 Snack – Galileo auditorium lobby

15:45 Bus from Conference center to Creekside Inn

# Posters

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The posters are available to browse throughout the conference. They are posted in the Mercury, Jupiter and Saturn rooms. A special lunch session will be held Friday, October 24, 12:15 –14:00 so authors can be on hand to discuss their posters.

- P1 Content growth, exploration tools, signification structures - *Martin Feuz*
- P2 Digital Identity and Social Networking in Interactive Television - *Robert Foreman*
- P3 Enrichment of Interactive TV Services with Collaborative and Content-based Filtering Methods - *Peter Dunker and Christian Dittmar*
- P4 iDYNAMICTV: Web 2.0 and adaptation for a new television experience - *Luca Console, Rossana Simeoni, Francesca Carmagnola, Federica Cena, Omar Cortassa, Monica Perrero and Fabiana Venero*
- P5 Increasing efficiency of use without sacrificing intuitiveness – a redesign of a TV set top box user interface - *Patrick Huber and Jan Köppen*
- P6 ITV services for all people, a design study – *Hans Persson, Sigrid Pettersén and Kjell Ohlsson*
- P7 Mobile Video User Interface visualization for Sharing experience - *Jisun Park*
- P8 Networked Bookmarking - A practical approach for leveraged social use of TV consumption - *Martin Feuz*
- P9 Pluralizing the Screen: Converging Gesture, Environment & Interface - *Ron Goldin, Alex Rochat and Gretchen Anderson*
- P10 Providing Interactive Services in Digital Video Broadcasting Networks - *Uwe Kühhirt, Peter Dunker and Andreas Haupt*
- P11 Recommendation of (IP)TV Programs based on Collaborative Filtering using n-tuple Item Clustering - *EunHui Kim, Shinji Pyo and Munchul Kim*
- P12 User Experience Test: Interactive advertising on n-tv plus - *Kathrin Damian, Christian Bopp and Lars-Eric Mann*
- P13 Virtual Channels in the Electronic Program Guide - *Jennifer Roth and Kristina Voros*

# Demos

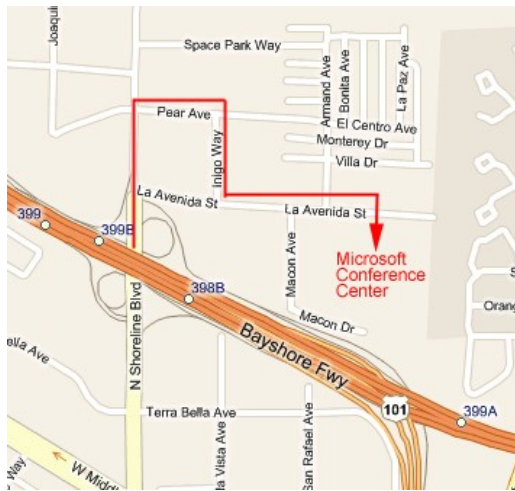
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The demos are available in the Mercury room to explore during the conference. A special session will be held Friday, October 24, 12:15 – 14:00 so authors can be on hand to discuss their demos.

- D1 Data Driven Interactive 'Lower Third' - *Vikram Singh*
- D2 Dynamic TV: a New Inter-tainment Paradigm for Television - *Marina Geymonat, Rossana Simeoni, Monica Perrero, Elena Guercio, Maurizio Belluati, Agnese Vellar and Roberto Montanari*
- D3 Interactive advertising on n-tv plus - *Kathrin Damian, Christian Bopp, Lars-Eric Mann*
- D4 Interactive Live Demo of Fraunhofer FOKUS Media Interoperability Lab - *Oliver Friedrich, Robert Seeliger, Benjamin Zachey, Christian Riede and Stefan Arbanowski*
- D5 Microsoft Windows Media Center – *Kristina Voros*
- D6 Microsoft Mediaroom - *Linda Chan, Elizabeth Harrington*
- D7 Multi-dimensional Direct Pointing Remote Control for Interactive User Experience - *John Sweetser, Anders Grunnet-Jepsen and Gopal Panchanathan*
- D8 Tarae: Prototype of new interface design for digital TV browsing and navigation system - *Hyun Suk Kim, Joung Young Lee and Sang Pil Hwang*

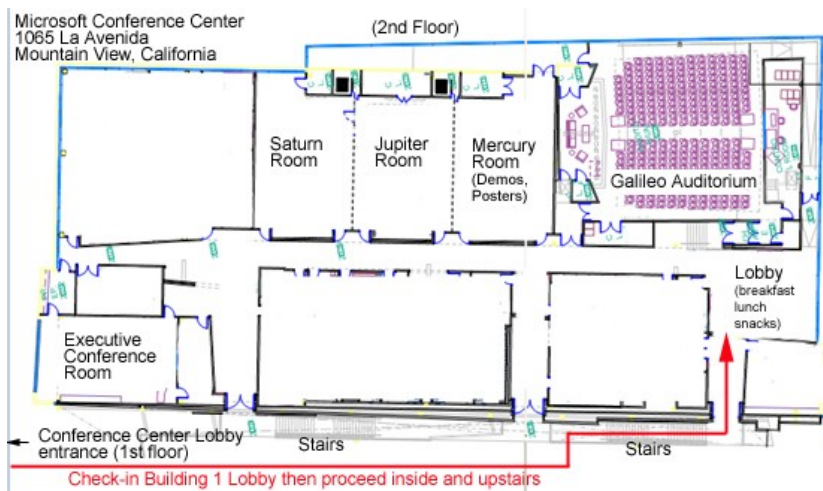
# Maps

## Conference Center



**Microsoft Conference Center**  
1065 La Avenida Street (Building 1)  
Mountain View, California 94043  
USA

Microsoft Main Building 1 Lobby:  
650-693-1001





### Opening Reception (Wednesday October 22, 18:00-20:00)

Garden Court Hotel  
520 Cowper Street  
Palo Alto, California 94301  
USA

Garden Court Hotel:  
650-322-9000  
<http://www.gardencourt.com/>

Valet parking provided

Bus from Conference Center to Garden Court at 17:30

Bus from Garden Court Hotel to Creekside Inn and  
Conference center at 19:30 and 20:00



### Hornblower Yacht Dinner Cruise (Thursday, October 23, 18:15-21:30)

Pier 3, on The Embarcadero  
San Francisco, California 94111

Hornblower Information:  
415-788-8866  
<http://hornblower.com/port.asp?port=sf>

Limited parking on Pier 3 (\$10)

Bus from Conference center to Pier 3 at 17:00

Boarding at 18:15

Bus from Pier 3 to Conference center and  
Creekside Inn at 21:30

# Maps

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**Creekside Inn**  
3400 El Camino Real  
Palo Alto, California 94306  
USA

Bus pickup and drop-off (See uxtv08 schedule pages.)

<http://www.creekside-inn.com/>

Creekside Inn: 650-493-2411

(The Creekside Inn has a limited number of rooms with special rates for conference attendees.)



## **Stevens Creek Trail**

If you would like a bit of exercise, there is a paved trail along Stevens Creek from the Microsoft Conference center to the bay salt marshes and salt evaporation ponds (about 5 km round trip.)