SIGMM VIABILITY REPORT
SIGMM.ORG

Chair: Klara Nahrstedt

Vice Chair: Rainer Lienhart

Director of Conferences: Mohan Kankanhalli

SIGMM HIGHLIGHTS 1
(ACCOMPLISHING FINANCIAL GOALS)

- **Due to healthy SIGMM fund balance we were able to do**
  - **Establishment of two New Major Awards**
    - SIGMM Technical Achievement Award ; SIGMM Best PhD Thesis Award;
    - Nicolas Georganas Best Paper Award in ACM TOMCCAP
    - SIGMM travel grants
  - **Establishment of Strong Women's Presence in SIGMM**
    - Organization of "Networking of Multimedia Women" events at ACM Multimedia conference every year
    - SIGMM participation in ACM-W fellowship program
    - Travel grants for female students to attend events organized by SIGMM Chapter in China
  - **SIGMM History Preservation Committee** (M. Hafeeda – chair)
    - Preservation of SIGMM-sponsored events
  - **2012 - 20th Anniversary Celebration of ACM Multimedia**
    - 1st Multimedia Conference Anaheim 1993. (co-sponsored SIGMM/SIGGRAPH)
    - ACM Multimedia 2012 – 20th anniversary panel and special issue in TOMCCAP (in preparation)

SIGMM HIGHLIGHTS 2
(ACCOMPLISHING MEMBER BENEFITS)

- **Revitalized the Flagship ACM Multimedia Conference**
  - Recognized the new multi-polar research world by sequentially rotating the venue across Americas, Europe and Asia
  - Established stringent criteria for selection of organizing committee and reviewers with a two-tier TPC with oversight from a steering committee
  - Introduced a dozen areas (reviewed annually) instead of frozen 3 tracks
  - Broadened the program by having industry grand challenges and brave new ideas tracks
  - Bundled registration fees to maximize community participation and member benefit
  - Tutorials bundled in to encourage students and new members to be more engaged
- **Establishment of highly active information venues**
  - SIGMM Newsletter – SIGMM Records (EiC C. Griwotz)
    - Educational Columns, publishing all PhD theses abstracts, published in ACM DL
  - SIGMM Web Portal with extensive editorial board (EiC B. Prabhakaran)
    - Average visitors per month 1,402 (between 10/29/2012 – 2/24/2013)
    - Returning visitors – 20%; new visitors – 80%
- **Establishment of SIGMM Beijing Chapter** (Y. Rui – chair)
  - International Conference on Internet Multimedia Computing and Services (ICIMCS)
- **Establishment of new SIGMM-sponsored conferences**
  - Multimedia Systems (MMSys) - started in 2010 – left the SPIE venue and brought under ACM
  - International Conference on Multimedia Retrieval (ICMR) – started in 2011 - merged two events (CIVR and MIR)
- **Establishment of Educational Committee (W. Ooi – chair)**
  - Tracking various educational activities, courses, material, sharing

SIGMM MEMBERSHIP

- Membership increase from around 400 members to 930 (in 2012)
- What helped with membership
  - **Increase of SIGMM Asian members (2012: 36% Asia members, EU 27%, USA 28%)**
    - ACM SIGMM Multimedia 2005 – in Singapore
    - ACM SIGMM Multimedia 2009 – in Beijing, China
    - ACM SIGMM Multimedia 2012 – in Nara, Japan, ICMR – Hong-Kong 2012
    - ACM NOSSDAV/MMSys 2013 – in Singapore
    - ACM SIGMM Multimedia 2015 – in Brisbane, Australia (we had also bid from S. Korea)
    - Visit of SIGMM chair to Asian Universities and giving talks about SIGMM activities
  - **Targeted Effort of SIGMM officers for Inclusion of Asian researchers** in organizing and leadership of ACM SIGMM sponsored conferences and SIGMM awards committees (between 2007-2012)
    - SIGMM officers – chair North America, Vice-chair – EU, director of conferences - Asia
    - Always one person from Asia, North America, Europe
    - Aiming to bring in S.Korean researchers into organization positions of SIGMM-sponsored venues
  - **Establishment of SIGMM Chapter China**
    - Visit/keynote of past and current SIGMM chairs at ICIMS
  - **Combining SIGMM registration with ACM SIGMM Multimedia conference registration**
  - **Provision of SIGMM travel grants to graduate students**
    - Provision of SIGMM travel grant to female students who are part of SIGMM Chapter China
    - Provision of SIGMM travel grants to grad students to attend ACM Multimedia

SIGMM GOALS (1)
(FUTURE MEMBER BENEFIT GOALS AND CHALLENGES)

- Conduct successful **SIGMM elections**
  - Present a slate of strong candidates to continue as leaders and innovators on behalf of the SIGMM community
- Increase **presence on social media**
  - Achieve outreach and advocacy of SIGMM
  - Achieve increase of membership and chapter membership
  - Achieve increase of Digital Library downloads for SIGMM papers
- Increase **women participation** in SIGMM
  - New activities on social networks
  - **Participation of female researchers** in leading organizational positions of SIGMM events
    - **one of the general chairs and/or TPC chairs is a female researcher**
    - **10-20% of TPC – female researchers**
- Increase **Educational Activities**
  - New curriculum activities, syllabus, …
  - Sessions/workshops on MM.edu

SIGMM GOALS (2)
(FUTURE FINANCIAL GOALS AND CHALLENGES)

- Due to healthy SIGMM funds we plan
  - Increase **support for students** attending SIGMM events
  - Continue very strong **support and high quality of SIGMM events**
  - Improve **preservation support** at SIGMM events: code demos, video demonstrations, support material, …
    - Issues: who will host it, maintain it, …
  - Introduce **new award(s)/activities** for mid-career and early career SIGMM researchers
- Find a feasible way towards **multimedia digital art being self-funded** (big issue)
- Investigate a process for **supporting and sharing relevant SIGMM online resources** (datasets, multimedia demos) related to papers presented at SIGMM events