"Initial list of Think Tank events"

D5.1.1

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Revision History

Version	Edition	Author(s)	Date
0	1	Pieter van der Linden	12/03/2010
Comments:	Initial document creation.		
0	2	Pieter van der linden	24/03/2010
Comments:	Update following review: added some details on expected attendance.		
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Abstract

This document is part of the planning and organization background of the ChorusPlus Think Tank. The document summarizes the list of foreseen Think Tank meetings, the topics addressed for each of the meetings, and the expected date and location for the event.

In order to facilitate contacts with and participation of senior industry and research experts, ChorusPlus will aim at collocating the Think Tank sessions with major multimedia related conferences. When appropriate the targeted conferences are also indicated/.

Regarding the organization of Think Tank meetings, the list summarizes the current ideas of the consortium members. Enhancements, clarifications and possible changes of meeting subjects and location may occur in future releases of this document. New releases of the document are planned roughly every year:

- D5.1.2 to be provided for M11
- D5.1.3 to be provided for M23

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1. Think tank meetings schedule – subject to modification

The initial list of events has been established as following:

	Subject	Date	Location	Co-located with	Comments
1st1	Mobile Search	June 7-9, 2010	Ghent - Belgium	CTTE Conference	TT merged with workshop WP4 / ongoing
2nd	Search on Social Networks	October 25-29 2010 -	Firenze - Italy	ACMM	Experts of the Social Networks are expected to participate to ACMM.
3rd	Enterprise Search	To be defined 1st half of 2011	to be defined	to be defined	Organized together with WP4 workshop on socio-economics aspects of Enterprise Search and/or a WP3 meeting on relevant benchmarking criteria for selecting enterprise search systems and/or services.
4th	Archives and Digital Heritage	October 2011	To be defined	Fiat/IFTA?	Preferably collocated with European event
5th	Music Search	January 22-26, 2012	Cannes - France	Midem	
6th	Strategic importance of research on search	Fall 2012	To be defined		Interest of this session to be further assessed and refined.

2. Outline of program for the two first Think Tanks

2.1 FIRST THINK TANK MEETING: MOBILE SEARCH

2.1.1 Overview

The Mobile Search Think Tank will be organized together with the workshop on socio-economical subjects at CTTE conference in Ghent, Belgium [http://www.ctte-conference.org/]

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[1] First two subjects are detailed below. Later think tank sessions will be detailed in future releases of this list.

In addition to the socio-economical aspects treated in the course of the workshop on mobile search (e.g.: identification of main players, and plausible business models), the Think Tank participants shall address technical and implementation aspects of search on mobile devices. The Think Tank shall try to establish a consensus on a small number of questions such as:

- What is specific about mobile search?

- Which new mobile search related services may be expected soon, and which services may occur later?

- Which are the 3 or 4 main technological challenges for the next years?

2.1.2 Expected attendance to the Think Tank

The organization team shall aim at gathering experts representative of the main stakeholder of the current and future mobile search industry. The assistance should comprise representatives from search engines suppliers, network service providers, equipment manufacturers, media, innovative start-ups of mobile related internet services, and researchers. We may also contact market analysts.

Subject to further refinement, Invitations shall be sent to individuals of the following organizations:

1. Search engine suppliers:

   - Google
   - Yahoo!
   - Microsoft

2. NSPs

   - Orange
   - Telefonica R&D

3. Equipment manufacturers

   - Nokia
   - Apple
   - TomTom
   - HP Labs

4. Media

   - BBC
   - Le Monde

5. Mobile service providers

   - Taptu
   - Aloqa
   - AB Phone
   - kooaba AG
   - Mobile Acuity Ltd
   - MobilePeople
   - Mobilizy (Wikitude)

- Layar
- ShoZu
- Wizup
- msearchgroove.com
- Vision Mobile
- Tonchidot
- Ziva Software

6. Academics and researchers:

- UNED
- University of Swansey
- W3C
- SMIT - Studies on Media, Information and Telecommunication
- Universidad Politécnica de Madrid
- University of Gothenburg

7. Chorus+ staff

2.2 SECOND THINK TANK MEETING: SEARCH ON SOCIAL NETWORKS

2.2.1 Overview

The second Think Tank on Search on Social Networks will be collocated with the ACM MM 2010 conference in Florence this fall. [http://www.acmmm10.org/]

The emergence of Social Networks is certainly one of the most marking trends observed over the last years. Photo and video sharing sites such as Flickr and Youtube have been and are still tremendously successful. Millions of individual or professional users contribute on a very regular basis to personal blogs. After being founded in 2004, Facebook has attracted more than 400 million users worldwide and continues growing at a steady pace. Success of microblogging service Twitter has been even more rapid. Founded in 2007, the company announces currently around 50M tweets being submitted daily[2].

Obviously the social networks are being taken up in modern society at unprecedented speed. Observer expects the audience of social network sites to exceed current search engines on a relatively small timeframe.

As the Think Tank will take place only in fall, the precise program is still being discussed. Subject to further refinement the question being addressed in this Think Tank meeting could revolve around the following subjects:

- Which search tools for the social networks?

- Do we envision new tools and services to emerge anytime soon?

- Do we envision new applications and service to emerge from the combination of automatic information retrieval and social tagging and comments from the social networks?

- What is the future for real time trend and opinion analysis?

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[2] As tweets may be read by many users, viewing rate is probably much higher than the submission rate

2.2.2 Expected attendance to the Think Tank

The organization team shall aim at gathering experts representative of the main stakeholder of the current and future mobile search industry. The assistance should comprise representatives from search engines suppliers, established social network service operators, media, innovative start-ups of social internet services, technology suppliers, and researchers. We may also contact market analysts.

Subject to further discussion, invitations shall be sent to individuals of the following organizations:

1. Search engine suppliers:
   - Google
   - Yahoo!
   - Microsoft

2. Social network service operators:
   - Facebook
   - Twitter
   - Skyrock
   - Meetic
   - …..

3. Media
   - BBC
   - Le Monde
   - …..

4. Emerging service suppliers
   - Netvibes
   - Silentale
   - Stribe
   - …..

5. Technology suppliers
   - Exalead
   - Temis
   - FAST
   - …..

6. Researchers
   - University of Tokyo – Prof. Kitsuregawa.
   - Université de Provence – Prof. Jean Veronis
   - University of Delft – Prof. Inald Lagendijk
   - …..

7. Chorus+ staff

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