

Proposal for

Organizing and Hosting ACM Multimedia 2015 Conference in Seoul, Korea

Hyoung Joong Kim, Marcel Worrying, Changsheng Xu

Motivation

Seoul is one of the the major metropolitan areas in Far East Asia that is home to important multimedia computing companies and several world-class universities, including Seoul National University, Yonsei University, and Korea University. Other research institutes heavily involved in multimedia research and business development R&BD), are ETRI (Electronics and Telecommunications Research Institute) and KETI (Korea Electronics Technology Institute), and educational institutes such as KAIST (Korea Advanced Institute of Science and Technology) and POSTECH are less than a day travel distance. Seoul area is the home of major global companies such as Samsung, LG, and Hyundai, and internet service providers such as NHN, KT, and SKT. Microsoft, Google, and major companies also have branch headquarters in Seoul. Last but not least, with major attractions like its traditional old town, Insadong, Itaewon of its unique shopping centers, and Secret Garden, Seoul is one of the world's top touristic attractions. It is in reach of two major airports: Incheon International and Gimpo International. Seoul has a highly advanced technical infrastructure. It was the first city around the world to introduce mobile TV dubbed DMB based on H.264, and wireless broadband WiBro which is a companion of WiMax, both in all subway and buses along with 4G LTE and WiFi. It has the world's fastest 100 Mbit/s broadband networks, which at 34.4% also has the highest penetration in the world. Seoul hosted the **1986 Asian Games**, **1988 Summer Olympics**, **2002 FIFA World Cup** with Japan, **2010 G-20 Seoul Summit** and **2011 Nuclear Security Summit**. **ACM SIGGRAPH Asia 2010** was also held in Seoul.

With so many contributing factors, we strongly believe that hosting ACM Multimedia in Seoul would increase the ACM Multimedia members and bridge the gap between **ACM Multimedia** and **KMMS (Korea Multimedia Society)** which is solely dedicated to the multimedia research and education in Korea. This conference will function as a conduit **to link 4,500 KMMS members to the ACM Multimedia members**. The Korean community also strongly wants to host this conference to deepen its relationship with the ACM Multimedia member. Many papers are submitted from China nowadays. Seoul can attract many Chinese participants due to low flight fare, favorable visa policy, and attractive K-pop culture.





About Seoul

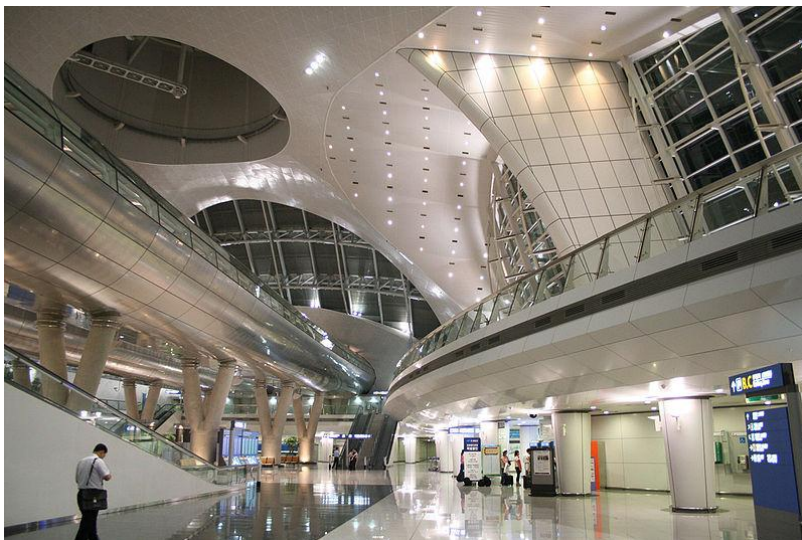
Seoul has been the capital city of the Korean peninsula for more than 600 years. It is a metropolitan city with combination of traditional and contemporary flavors. As the old Korean proverb states—“If a horse is born, send it to Jeju Island and if a person is born, send him/her to Seoul”—the city has always been the center in Korea. More than anything else, Seoul is a city that is very much alive. The city has experienced numerous historical events during the 20th century and the population of Seoul has multiplied from 2 million to 10 million in just thirty short years. From traditional Korean architectural structures including palaces, fortresses and residential dwellings, to Hangeul (a Korean alphabet system invented by King “Sejong”), which is the creative and scientific writing system, innumerable cultural heritages are well preserved in harmonious accord.



It is the true story of the nation being devastated by the Korean War between the south and north, overcoming its adversities and successfully industrializing to become one of the top ten export nations in the world. But in the past fifty years, Seoul has also experienced environmental destruction, urban desolation and disorderliness following industrialization. However, Seoul is a city that possesses wisdom and experience acquired through overcoming adversity.



Korea is now much more fascinating than your expectation. In 2011, Korea had around 10 million visitors. Recently, the number of tourists from China, Taiwan, Hong Kong, and Southeast Asia has grown dramatically due to the increased popularity of the Korean wave ("hallyu"). In 2010, South Korea was the seventh largest exporter and tenth largest importer in the world. During the Miracle on the Han River, Seoul has played the role of the capital of politics, education, and culture to fuel its economy. Seoul is now a hometown of Samsung, LG, and many excellent universities. Seoul is the principal tourist destination for visitors. Many tourists come to Korea to meet K-pop singers. K-pop as it is commonly known, is currently Asia's hottest music industry. Fans all over the world have been captivated by K-pop stars' good looks, amazing dance moves, and catchy tunes. Those singers are mostly working in Seoul.



Incheon International Airport, a gateway to Seoul

Organization

This bid is organized by the above people (self-nominated "ACM MM 2015 Organizing Committee") who will steer the organization of the conference. The organizing committee is happy to take suggestions from ACM SIGMM officers regarding involvement of dedicated members in conference roles. Also, we are planning to "promote" excellent organization and program committee member from ACM Multimedia 2015. Our goal is to pair senior with junior people as co-chairs for the same task.

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	Lei Zhang	Microsoft Research, China, leizhang@microsoft.com
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	Jin Woo Hong	Electronics and Telecommunications Research Inst., Korea, jwhong@etri.re.kr
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	Chia-Wen Lin	National Tsinghua University, Taiwan, cwlin@ee.nthu.edu.tw
Web and Social Media	Cees Snoek	University of Amsterdam, The Netherlands, c.g.m.snoek@uva.nl
	Jong-Ki Han	Sejong University, Korea, hjk@sejong.ac.kr
Student Travel Grant	Wenwu Zhu	Tsinghua University, China, wwzhu@tsinghua.edu.cn
	Rita Cucchiara	University of Modena, Italy, cucchiara.rita@unimore.it

Biographies of the General Chairs



Hyoung Joong Kim is a Professor at Korea University, Seoul, Korea. His research interests include multimedia security, data hiding, and data mining. Dr. Kim has published more than 100 peer-reviewed articles in conferences, journals, and book chapters. He is the member of European Commission projects such as 3DLife (NoE) and EMC2 (SA). Dr. Kim received his doctorate and master's degree in control and instrumentation engineering, and bachelor's degree in electrical engineering from Seoul National University, Korea, in 1989, 1986 and 1978, respectively. He served as a guest editor of IEEE Transactions on Circuits and Systems for Video Technology and other journals. He is a Vice Editor-in-Chief of the Transactions on Data Hiding and Multimedia Security, and Associate Editor of EURASIP Journal on Information Security, and so on. He was the General Chair of the Asia Crypt 2011, International Workshop on Digital Watermarking for many years, Workshop on Image Analysis for Multimedia Interactive Services, and many conferences and workshops.



Marcel Worring is an Associate Professor of Computer Science at the University of Amsterdam. His current research interests are in multimedia analytics, integrating multimedia analysis and visual analytics. He published over 150 papers in peer reviewed conferences and journals. He was Associate Editor of the IEEE Transactions of Multimedia and currently is of Pattern Analysis and Applications. He has extensive conference organizing experience. He was one of the local organizers of the ICME 2005, Co-chair of the ACM CIVR 2007, where he was one of the initiators of the VideOlympics an interactive retrieval event in front of a live audience and he is Program co-chair for the ICMR 2013. For ACM multimedia he has been short paper chair in 2009 and 2010, area chair in 2011 and 2012 as well as grand challenge chair. He is program co-chair for the ACM Multimedia 2013.



Changsheng Xu is a Professor of National Lab of Pattern Recognition, Institute of Automation, Chinese Academy of Sciences and Executive Director of China-Singapore Institute of Digital Media. His research interests include multimedia content analysis/indexing/retrieval, pattern recognition and computer vision. Dr. Xu has hold 30 granted/pending patents and published over 200 refereed research papers in these areas. Dr. Xu is an Associate Editor of ACM Transactions on Multimedia Computing, Communications and Applications and ACM/Springer Multimedia Systems Journal. He served as Program Chair of ACM Multimedia 2009. He has served as associate editor, guest editor, general chair, program chair, area/track chair, special session organizer, session chair, organizing and TPC member for over 20 IEEE and ACM prestigious multimedia journals, conferences and workshops. He is Director of Programs of ACM SIG Multimedia Beijing Chapter and Vice Chair of Steering Committee of Pacific-Rim Conference on Multimedia.

Our Teammates





In addition, we are planning to hire a part-time administrative assistant at Multimedia Security Lab to help with local arrangement and other micro organization tasks. We are also planning on leveraging student volunteers from Korea University and KAIST to help with the local organization on the conference dates.

Conference Venue

Seoul City has many hotels with excellent facilities for conference and conventions. As a conference venue, we proposed the **Grand Hilton Seoul** (<http://www.grandhiltonseoul.com/>) which is located in the north part of Seoul City and took 45 minutes by car from Incheon International Airport and 15 minutes from the downtown Seoul by courtesy bus. The Grand Hilton Seoul is more than handling ACM Multimedia and hosted many international conferences such as 2012 Seoul Nuclear Security Symposium.

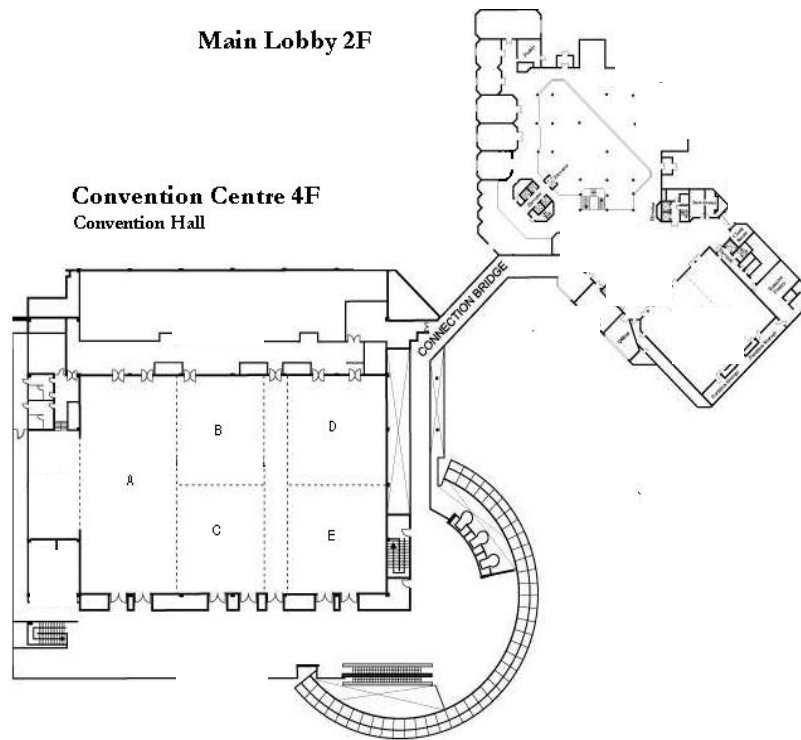
Grand Hilton Seoul has 396 comfortable and tastefully decorated guest rooms in the Main Hotel. Executive Floors, located on the 11th and 12th floors, offer a relaxing and professional atmosphere for taking care of business matters. Grand Hilton Seoul features seven fully equipped conference rooms for functions for up to 100 people. Grand Ballroom can seat up to 700 people for dinner or 1,200 people for cocktail parties and Seoul's newest Grand Hilton Convention Center is capable of accommodating up to 2,500 guests.



Room rate of the Grand Hilton Seoul in 2015 is very moderate compared with other hotels of the same level. See the table given below as follows:

Hotel	Room rate	Condition	Others
Grand Hilton Seoul	240,000 Won (US\$240)	Including breakfast and free internet	Tax included
COEX Intercontinental	350,000 Won (US\$350)	Including breakfast and free internet	Tax included
JW Marriott	322,000 Won (US\$322)	Including breakfast and free internet	Tax included

Floor Plan



The conference will be held in the Grand Ballroom in the second floor of the hotel and the rooms A, B, C, D, and E in the fourth floor of the convention center. These two floors are connected through the connection bridge. Maximum capacity of the Grand ballroom in the upper-right corner is 400 persons. Room A's capacity is 250 persons, and 150 for each room B, C, D, and E. Thus, Room A, B, and C can hold 550 persons. VIPs of the ACM and conference organizations can use the VIP rooms next to the Grand Ballroom.

Since this convention center has four floors, other floors can be used for exhibition and parallel sessions. Thus, more than eight parallel sessions can be managed in the conference venue. However, conference will be held mainly in the fourth floor of the convention center and the Grand Ballroom. Social events and lunch buffet will be served in the Grand Ballroom. Banquet will be served in other place after half-day guided tour to the Folklore Village.



This figure shows the floor plan of the convention center (left) and the hotel (right). Rooms D and E in the right-hand side is the Grand Ballroom in the second floor. Most of the technical sessions and exhibitions will be held in the convention center. Grand Ballroom will be used for opening ceremony, invited/keynote speeches, social event, and lunch.

Nearby Hotels

Seoul City has many moderate hotels. Residence hotels offer rooms from US\$100 to US\$140 according to availability. There are several CO-OP Residence Hotels around the venue hotel. Since new hotels are being built in the vicinity of the venue hotel, more rooms will be available with better conditions. Second tier hotels' room rates range from US\$170 to US\$240. Free shuttle buses are going to connect sister hotels and major attractions including Itaewon, a must-go place in Seoul.

Hotel	Room rate	Condition	Others
Omokyo CO-OP Residence	110,000 Won (US\$110)	Including breakfast and free internet	Tax included
Uljiro CO-OP Residence	110,000 Won (US\$110)	Including breakfast and free internet	Tax included
Ibis Myeongdong Hotel	200,000 Won (US\$200)	Including breakfast and free internet	Tax included

Banquet

Seoul offers a variety of touristic attractions that we are sure will be explored individually by the participants during free time. For the banquet we are therefore planning to charter buses to drive the participants from the venue through the inner highway (with a hopefully beautiful view) to mountainous surroundings. We are planning to visit the Korean Folklore Village (<http://www.koreanfolk.co.kr/folk/english/index.htm>) located in the southern suburb of Seoul. Traditional Korean performances and ceremonies to the Korean tunes in the authentic folklore villages will be enjoyable and unforgettable. This place will offer so many photogenic scenes and views. Banquet with genuine traditional menu will be provided in the village. During the banquet, some lucky participants will pick a gift ticket and win a smartest smart phone.

韓國民俗村



Farmers' dancing (up-left), tightrope dancing (up-right), traditional wedding (bottom-left) and bride escort (bottom-right) and more unique events will be performed in the Folklore Village.

Main Programs

One of the most important roles of the Technical Program Committee (TPC) is to solicit good papers, selecting better papers, inviting excellent keynote speakers, enthusiastic reviewers and appointing experienced session chairs. Good and enthusiastic reviewers will be invited. This event should be a best place to exchange hottest and advance information and knowledge on multimedia. People will come because they believe ACM Multimedia is a kind of barometer showing direction and speed of the multimedia research trends. This conference should keep the honorable reputation.

To meet this kind of high expectation, systematic review process will be organized based on some focused areas recommended by the ACM Multimedia Conference Review Committee. We will provide a number of small group meetings based on focused areas to facilitate efficient and effective communications. Emerging topics can be easily explored and discussed in this model. To make this model successful, the scopes should be clear and meaningful. On the other hand, papers should be balanced across the different focus areas. TPC chairs will endeavor to keep the highest academic atmosphere in the conference.

Timely and emerging technical areas will be selected for ACM Multimedia 2015 participants. This selection process will consider both the continuity of the pillar areas and freshness of the emerging areas to give deep impact to the ACM Multimedia community. In addition, the 2015 TPC will give some priority to topics more relevant to the host location and far-east Asian countries as well. Those topics will include mobile and vehicular applications, social networking services, and, in particular, entertainment such as K-pop, C-pop and J-pop to attract more local attendees including KMMS members and neighboring countries participants from China and Japan.

Approximately 20% of the papers submitted will be selected. Since the ACM Multimedia conferences have long been a premier conference series of the multimedia research community, a large number of high-quality papers submitted to this conference every year. In addition, we will encourage KMMS members to submit papers to this conference to make debut at this conference. Thus, it will be not difficult to make a very high-quality program. Even though the acceptance rate is low, the number of selected papers may be large due to the surge of submission. In this case, to cope with abundant selected papers, poster sessions have to be offered in parallel with oral sessions. The TPC will carefully divide the accepted papers into two groups: for poster and oral session. We endeavor to make the ACM Multimedia 2015 in Seoul an inclusive event for the multimedia community, with the intention to help this area grow.

Other Technical Programs

In order to help make ACM Multimedia 2015 a more inclusive event, we would coordinate the review process of the regular papers with the organization of the workshops. Some papers can be improved further under intensive care and nurture. As a result, our Workshop Co-Chairs will attend and concert the TPC meeting to help select some of the good papers that cannot be included in the main program for their workshops. We will make sure that the authors of such potential papers will have sufficient time to reformat their papers for the workshops. It was estimated that 30-35% of the papers originally submitted to the main program can be accepted for presentation in some format at the conference. With this inclusive attitude, we also believe that this percentage will only grow in subsequent years without hurting the quality of the ACM Multimedia conferences. Korean and Chinese doctors will be encouraged to present their doctoral symposiums.

The first "Multimedia Grand Challenge" program was first introduced at the ACM Multimedia 2009, and it has been well received with strong turnout at these presentations. We would like to continue this program at the ACM Multimedia 2015. In order to get more attention from the research group, we will promote this event to the project leaders. EMC² and 3DLife of the EU FP7 projects, for example, are actively participating in the Grand Challenge. As a result, project members are collaborating further and aware of the ACM Multimedia well. Reviewers of the project also recognize the value of the Grand Challenge. We will encourage the KMMS to explore challenging ideas in the society and apply for a new Grand Challenge program. Some projects in Korea such as Information Technology Research Center (ITRC) and Engineering Research Center (ERC), will be invited to exhibit their output.

Conference Schedule

We propose to hold ACM Multimedia 2015 in Seoul, November 2-5, 2015. To the best of our knowledge, there is no overlap with other major multimedia-related conferences. The ACM Multimedia Systems conferences are usually held in February, ACM International Conference on Multimedia Retrieval, and IEEE CVPR typically in the summer, ICCV in early December. This week is a two weeks ahead of the Thanksgiving Day in the US. Another consideration for the proposed time frame is its relatively low flight fare and hotel room rates. The weather should be excellent. The average temperature for November ranges between 9°C (typically during nighttime) and 20°C (during daytime). The average humidity is 64. It is a very pleasant time to visit the area.

Sponsorship

Seoul metropolitan government will welcome you and support around US\$20 per foreign participants. Korea University will support US\$4,000 for this conference if the conference is hosted by a professor of this institute. The Korean Federation of Science and Technology Societies (KOFST) will support one international conference per prominent society like KMMS. Its sponsorship depends on the review result on the proposal of sponsorship and the quality of the conference. ACM Multimedia is well-recognized conference in Korea. Korea Creative Contents Agency (KOCCA) will be invited to support US\$30,000 under the platinum sponsorship. Companies in Korea will be invited to sponsor for exhibiting their products and systems. Some agencies will join this conference as a sponsor to commemorate hosting this kind of prestigious events in Korea. Universities will assist us by inviting speakers. We expect big companies like Samsung, LG, Google, Microsoft, Qualcomm, and others will sponsor this conference. Culture Times will promote this conference.

Sponsorship	
Korea University	\$4,000
Seoul City	\$4,000
KOFST	\$12,000
KOCCA	\$30,000
Companies (plus Exhibition)	\$25,000
Universities	\$20,000
GROSS	\$85,000

Budget

The conference revenue mainly comes from registration fees and sponsors. We target to attract about 515 attendees for ACM Multimedia 2015. This estimation is based on ACM Multimedia 2015 that will be held in Scottsdale, Arizona. They have received 502 registrations as of October 28, 2011, with still one month before the conference. We are confident that we will be able to secure about eight corporate sponsors in Korea. The financial support from these sponsors will range between \$4,000 and \$30,000, resulting in a total amount of approximately \$85,000. A summary of our estimated revenue and expenses is presented in the following two tables.

The conference registration includes the cost for attending the workshops in order to encourage attendees to participate in all activities of the conference. Following table shows the registration fee estimate based on the worst case figure 415 registrations.

Registration Fee			
	Person	Fee	Total
Adv. Registration - Members	210	\$750	\$157,500
Adv. Registration - Nonmembers	25	\$900	\$22,500
Adv. Registration - Student Members	150	\$250	\$37,500
Onsite Registration - Members	15	\$850	\$12,750
Onsite Registration - Nonmembers	5	\$1,000	\$5,000
Onsite Registration - Student Members	5	\$300	\$1,500
GROSS	415		\$236,750

EXPENSES			
	Quantity	Fee	Total
Publicity		\$2,000	\$2,000
Committee Expenses (Dinners)	50	\$50	\$2,500
Registration/Conference Bag	500	\$25	\$12,500
Social Events		\$50,000	\$50,000
Conference Food & Beverage		\$180,000	\$180,000
USB Proceedings	500	\$20	\$10,000
Keynote Speakers (Asia)	2	\$2,500	\$5,000
Keynote Speaker (Non-Asia)	1	\$3,000	\$3,000
Tutorials	10	\$1,000	\$10,000
TPC Meeting			\$1,000
Credit Card Expenses and Overheads			\$10,000
Awards			\$5,000
GROSS EXPENSE			\$291,000

These tables show a gross revenue of \$321,750 (85,000 + 236,750) and a gross expense of \$291,000, resulting in a surplus of \$30,750. Following table shows the registration fee estimate based on the worst case figure of 515 registrations.

Registration Fee			
	Person	Fee	Total
Adv. Registration - Members	260	\$750	\$195,000
Adv. Registration - Nonmembers	25	\$900	\$22,500
Adv. Registration - Student Members	200	\$250	\$50,000
Onsite Registration - Members	15	\$850	\$12,750
Onsite Registration - Nonmembers	5	\$1,000	\$5,000
Onsite Registration - Student Members	5	\$300	\$1,500
GROSS	515		\$286,750

EXPENSES			
	Quantity	Fee	Total
Publicity		\$2,000	\$2,000
Committee Expenses (Dinners)	50	\$50	\$2,500
Registration/Conference Bag	550	\$25	\$13,750
Social Events		\$60,000	\$60,000
Conference Food & Beverage		\$190,000	\$190,000
USB Proceedings	550	\$20	\$11,000
Keynote Speakers (Asia)	2	\$2,500	\$5,000
Keynote Speaker (Non-Asia)	1	\$3,000	\$3,000
Tutorials	10	\$1,000	\$10,000
TPC Meeting			\$1,000
Credit Card Expenses and Overheads			\$10,000

Awards			\$5,000
GROSS EXPENSE			\$313,250

These tables show a gross revenue of \$371,750 (85,000 + 286,750) and a gross expense of \$313,250, resulting in a surplus of \$68,500. The Finance and Registration Co-Chairs, with the General Co-Chairs, are responsible for managing the budget carefully to keep it in balance, and hopefully, make surplus.

See You in Seoul, Korea



Aerial view of Lotte World



A popular idol group, "Girls Generation"