PREFACE

This volume constitutes the proceedings of the 3rd International Workshop on Semantic Media Adaptation and Personalization (SMAP 2008), held on December 15-16, 2008, in Prague, Czech Republic. SMAP 2008 was co-organized by the Institute of Informatics and Software Engineering of the Slovak University of Technology and the Department of Informatics and Computers of the University of Ostrava. The workshop venue was Hotel Olympik, situated in central Prague.

By common consent, the interest and support for the SMAP initiative has been so overwhelming, that made the organizers advance the 1st Workshop (held in Athens two years ago) into a standalone annual initiative. Thus, this year the 3rd consecutive workshop aims not only to bring back together the researchers and practitioners from 2006 and 2007, but also to welcome new ones in order to explore recent and emerging developments in the field of semantic media adaptation and personalization, building on the achievements of the previous workshops. The SMAP initiative has evolved over time and, since 2006, it sets a meeting and collaboration point for all researchers, students, industry and academia.

As text-based search engines give way to content-based, intelligent and context-aware engines, which not only personalize searching and delivery but also the content format, advanced network infrastructures are emerging capable of end-to-end ubiquitous transmission of multimedia content to any device, fixed or mobile, on any wired or wireless network, at any time. This perspective has opened new markets for content and service providers who, recognising the power of individual users, are recently investing in personalization and content adaptation technologies. Novel applications are emerging across many industry sectors such as that of home and sports entertainment and new popular application such as social networks emerge, which enable propagation of semantic media adaptation, content personalization and adaptive hypermedia utilization.

In the time passed since December 2006, SMAP came a long way; IEEE Computer Society became its standard proceedings publisher, making them available for the years to come through IEEE Digital Library, two major IEEE Societies (IEEE Systems, Man and Cybernetics Society and IEEE Computational Intelligence Society) technically sponsor it by turns, whereas three IEEE Technical Committees: the IEEE-CIS Emergent Technologies Technical Committee, the IEEE-SMC Technical Committee on Intelligent Internet Systems and the IEEE-CIS Intelligent Systems Applications Technical Committee provide their technical support and contribute to the success of the current and future workshops. Furthermore, this year a Special Session is included in the program, pushing forward the frontiers of current research in the field of intelligent hypermedia for the adaptive web.
By August 2008, the deadline for paper submissions, it was already clear that SMAP was going to continue its appealing effect to the semantic adaptation and personalization society. Having received 50 high quality submissions from 17 countries, the work of the Program Committee was once more a difficult one; in some cases quality papers had to be rejected in order to ensure that presentations would not stray from the intended scope of the workshop. After all, following a strict and thorough peer review process, 32 papers were selected for inclusion in the proceedings you are currently reading and for presentation at the workshop and participants from 13 countries (France, Germany, Greece, Slovakia, Czech Republic, Spain, Iran, Ireland, United Kingdom, Luxembourg, USA, Pakistan, China) will collaborate and present their work. As a result, SMAP 2008 will be a two days conference event.

For those familiar with the SMAP initiative and workshops it would be easy to identify the features present in SMAP 2008 that express the actual heart of SMAP and you can expect to see them in future SMAPs as well. First of all, the scope of SMAP is clearly well-defined and focused: it is intended to be the annual meeting of the international semantic media and personalization community and thus, with papers that all fall within the same topic and cannot be assigned to independent parallel sessions, SMAP will remain a single track workshop. Moreover, SMAP is academic in its nature; there is no thought of financial profit for any of the organizing parties and conference fees are set so that the event marginally brakes even. Especially students will be facilitated with reduced student fees, in an effort to attend the event and benefit from the discussions held in its scope.

As General Chairs of SMAP 2008, we devoted most of our time and effort during the last few months in the success of the workshop. But this was minimal compared to the efforts of this year’s Local Organizers: Mária Bieliková of the Slovak University of Technology, Slovakia and Petr Šaloun of the University of Ostrava, Czech Republic, who deserve our great thanks and admiration. Having said that, we are also grateful to many people for their help and support received in the organization of SMAP, in any form this happened, especially to Action M Agency, Prague, Czech Republic. We would like to thank Gary Greenwood from the IEEE Computational Intelligence Society for his support. Of course, our thanks also go to all Czech and Slovak students for their volunteered help with local arrangements. Last but not least, our special thanks go to Yannis Avrithis and Stefanos Kollias of the National Technical University of Athens, for all their support all these years.

SMAP 2008 General Chairs

Phivos Mylonas
Manolis Wallace
Marios Angelides