task. Next, existing methodologies are analyzed to assess their strengths and shortcomings. Also, newly available tools resources, for example large-scale commercial crowdsourcing, are assessed with respect to their ability to make a contribution to the evaluation methodology. Then the new methodology is proposed for use in a task and its success is assessed by both the Task Organizer team and the task participants at the end of the benchmarking season.

MediaEval actively encourages the involvement of young researchers in the process of designing and organizing tasks. For a young researcher entering into the field, familiarity with the way in which evaluation procedures are developed is a key component of career development. Participating in the development of new evaluation methodologies equips young researchers with a critical attitude towards their own evaluation practices. Further, it helps them to develop their ability to judge whether or not the evaluation procedures that they apply in their own work are actually successful in capturing meaningful generalizations about the performance of algorithms.

MediaEval is run by the MediaEval Organizing Committee, which consists of the Task Organizers of all the individual tasks (cf. http://www.multimediaeval.org/who/). The overall coordination is carried out by Martha Larson (Delft University of Technology, Netherlands) and Gareth Jones (Dublin City University), who founded MediaEval in 2008 as VideoCLEF 2008, a track within CLEF (http://www.clef-initiative.eu/). Martha Larson serves as the primary organizer of the MediaEval Workshop.

The MediaEval benchmarking year starts in November, when a call for task proposals is issued. The task proposals are then integrated into a survey, which is disseminated to the MediaEval community, the IR community, and the multimedia community. The survey gathers feedback on interest levels in various tasks and opinions about their viability (it also solicits input on specific design decisions and asks people to provide information on whether they know of similar existing tasks). In 2013, 148 people filled in the survey, which led to the selection of six main tasks and six pilot tasks for MediaEval 2013. The full list of tasks is available at: http://www.multimediaeval.org/mediaeval2013/

Once participants have developed algorithms and written up their results, MediaEval then brings together task participants at its yearly workshop in order to discuss task results, to synthesize findings, and to plan new evaluation tasks and strategies that will contribute to moving forward the state of the art. Experience shows that intensive face-to-face contact provided by the workshop makes an important contribution to the exchange and collaboration needed to move beyond conventional evaluation methodologies into innovative new territory.

The workshop produces a diverse set of products. The working notes proceedings, paralleling the structure of the sessions described below, contain overview papers and also participant papers summarizing individual algorithms. Past examples are:

- MediaEval 2012 Proceedings: http://ceur-ws.org/Vol-927/ (50+ papers)
- MediaEval 2011 Proceedings: http://ceur-ws.org/Vol-807/ (40+ papers)

The proceedings are published at ceur-ws.org and the papers are kept to two pages in order to encourage participants to extend the work later and submit it to a mainstream venue. A list of publications that have arisen over the past years in this manner from MediaEval is available at http://www.citeulike.org/group/16499

After the workshop, some Task Organizer teams choose to make their data sets publically available (a practice actively encouraged by MediaEval) http://www.multimediaeval.org/datasets/ Finally, the workshop produces a set of new ideas for tasks and evaluation methodologies for use in future years.

2) Meeting Programme

The MediaEval 2013 Workshop[1] will be held 18-19 October 2013 in Barcelona at the Reial Academia de Bones Lletres located in the Bari Gotic (http://www.bonesslletres.cat/), the medieval quarter of Barcelona.

We anticipate that 60-75 people will attend the workshop. The estimate is based on the fact that 100 teams are signed up for participation and approximately 50% can be expected to cross the finish line. The workshop program is organized into sessions dedicated to individual tasks.

Preliminary program for the MediaEval 2013 Workshop

October 18, 2013
9:00 Opening
9:15 Search and Hyperlinking of Television Content
11:00 Spoken Web Search
12:30 Question Answering for the Spoken Web
14:00 Placing: Geo-coordinate Prediction for Social Multimedia
15:30 Retrieving Diverse Social Images
17:00 Emotion in Music
18:00 Poster session

October 19, 2013
9:00 Social Event Detection for Social Multimedia
11:00 Visual Privacy: Preserving Privacy in Surveillance Videos
12:30 Violence Detection in Film
15:00 Selecting similar segments of social speech
16:30 Soundtrack Selection for Commercials
17:15 Crowdsourcing for Social Multimedia

The program will be similar to programs from past years, which can be found at:
http://www.multimediaeval.org/mediaeval2012/
http://www.multimediaeval.org/docs/MediaEval2011WorkshopProgram.pdf
http://www.multimediaeval.org/mediaeval2010/2010workshop/

3) Curriculum Vitae of Scientific Organiser including list of five most relevant publications during the last five years

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Martha Larson is assistant professor in the Multimedia Information Retrieval Lab at Delft University of Technology in the Netherlands. Her work involves developing algorithms to improve video retrieval, with a special focus on exploiting speech, language and human perceptions of the meaning of multimedia. As a co-founder of the MediaEval Multimedia Benchmark, she has played a central role in introducing

[1] More details of the workshop (its history and purpose) are available here:
http://ngrams.blogspot.nl/2012/03/mediaeval-workshop-what-its-meant-to-be.html

crowdsourcing techniques into the multimedia community both for the generation of multimedia data sets and also for video search engine evaluation. Before joining Delft University of Technology, she researched and lectured in the area of audio-visual retrieval at Fraunhofer IAIS, Germany, and at the University of Amsterdam, the Netherlands. Larson holds a MA and PhD in theoretical linguistics from Cornell University and a BS in Mathematics from the University of Wisconsin.

Recent Activities and Leadership

Workshop Organization:
- ACM Multimedia 2012-13 *Crowdsourcing for Multimedia Workshop*.
- ACM Multimedia 2009-10 *Searching Spontaneous Conversational Speech Workshop*.
- ECDL 2008 Information Access to Cultural Heritage Workshop
- ACM SIGIR 2008 Searching Spontaneous Conversational Speech Workshop

Special Sessions:
- "Time Machine Session" for Expert Talks on Innovating the Future by Leveraging the Past at IEEE ICME 2012 (Received an IEEE Service Award). http://videolectures.net/icme2012_larson_introduction/
- Automatic Tagging and Geotagging in Video Collections and Communities at ACM International Conference on Multimedia Retrieval, 2011.

***Tutorials*:**
- Crowdsourcing for Multimedia Analysis at ACM Multimedia 2013 (with M. Soleymani).
- Frontiers *in Multimedia Search* at ACM Multimedia 2010 and 2011 (with A. Hanjalic).

Five most relevant publications

Publication	**Relevance**
Liem, C., Larson, M., and Hanjalic, A. When music makes a scene: Characterizing Music in Multimedia Contexts via User Scene Descriptions, *International Journal of Multimedia Information Retrieval*, vol. 2, no. 1, pp. 15-30, 2013.	Introduces a new user-based evaluation methodology exploiting commercial crowdsourcing.
Larson, M., Soleymani, M., Eskevich, M., Serdyukov, P., Ordelman, R., and Jones, G.J.F., The Community and the Crowd: Multimedia Benchmark Dataset Development, *IEEE MultiMedia*, vol.19, no.3, pp.15,23, July-Sept. 2012	Describes the MediaEval benchmark and two key datasets that it has developed.
Larson, M., Schmiedeke, S., Kelm, P., Rae, A., Merzaris, V., Piatrik, T., Soleymani, M., Metze, F., and Jones, G.J.F. (eds.) *Working Notes Proceedings of the MediaEval 2012 Workshop*, Santa Croce in Fossabanda, Pisa, Italy, October 4-5, 2012. http://ceur-ws.org/Vol-927/	MediaEval 2012 workshop working notes proceedings.
Larson, M., Soleymani, M., Serdyukov, S., Rudinac, S., Wartena, C., Murdock, V., Friedland, G., Ordelman, R., and Jones, G.J.F. 2011. Automatic tagging and geotagging in video collections and communities. In *Proceedings of the 1st ACM international Conference on Multimedia Retrieval (ICMR '11)*. ACM, New York, NY, USA, Article 51, 8 pages.	Reports the results of two successful tasks in MediaEval.
Hanjalic, A., Kofler, C. and Larson, M. (alphabetical) 2012. Intent and its discontents: the user at the wheel of the online video search engine. In *Proceedings of the 20th ACM international conference on Multimedia* (MM '12). ACM, New York, NY, USA, 1239-1248.	Introduces a new relevance criterion and exploits crowdsourcing-based user evaluation.

4) Provisional list of proposed speakers/participants

We estimate that 20-25 Task Organizers and 40-45 general participants will attend the workshop. Speakers will be drawn from the workshop participants. Although most workshop speakers will be decided in the month leading up to the workshop, currently, it is already known that the Task Organizers will present overview talks for the tasks. As such, the list of speakers will include the following names:

Maria Eskevich (Dublin City University, Ireland)
Xavier Anguera (Telefonica Research, Spain)
Doug Oard (University of Maryland, USA, to be confirmed)
Bart Thomee (Yahoo! Research, Spain)
Bogdan Ionescu (University Politehnica of Bucharest, Romania)
Mohammad Soleymani (Imperial College London, UK)
Timo Reuter (Bielefeld University, Germany)
Tomas Piatrik (Queen Mary University London, UK)
Claire-Helene Demarty (Technicolor, France)
Nigel Ward (University of Texas at El Paso, USA)
Markus Schedl (Johannes Kepler University, Linz, Austria)
Babak Loni (Delft University of Technology, Netherlands)

Full list of Task Organizers available at:
http://www.multimediaeval.org/who/