

Time	Room M279	Room Z011	Room Z009
09:00 10:00		Keynote Luiz Fernando Gomes Soares Interactive Television in Brazil: System Software and the Digital Divide	
10:00 10:30	Break		
10:30 12:30	Session Demos	Session (chair: David Geerts) Social TV Evaluation 1. Perceptions of Value: The Uses of Social Television 2. Sociable TV: Exploring user-led interaction design for older adults 3. Psychological Backgrounds for Inducing Cooperation in Peer-to-Peer Television 4. Trends in the Living Room and Beyond	Session (chair: Judith Masthoff) Personalisation 1. SenSee Framework for Personalized Access to TV Content 2. AIMED- A Personalized TV Recommendation System 3. Fuzzy Clustering Based Ad Recommendation for TV Programs 4. Towards Content-Aware Coding: User Preferences
12:30 14:00	Lunch		
14:00 14:30		Session (chair: Mark Howell) Demos Results	
14:30 15:30		Keynote Maddy Janse Interactive Media: Shared Experiences in the Extended Home Environment	
15:30 16:00	Break		
16:00 18:00	Session Demos	Session (chair: Hendrik Knoche) Mobile TV 1. Personal TV: A Qualitative Study of Mobile TV Users 2. "I just want to see the news" Interactivity in mobile environments 3. Mobile TV in Everyday Life Use Contexts- Individual Entertainment or Shared Experience? 4. Semantic modeling using TV-Anytime metadata in DVB-H mobile broadcast	Session (chair: Marianna Obrist) Design Guidelines 1. A case study analysis on digital convergence design 2. The Implications of Convergence on EPG Design: Enabling the Mediation of Content through Converged Technologies 3. User Interface Design Guidelines for Interactive Digital Television Applications

18:00		Session	
18:30		Conference closing	