



3rd International Workshop on Semantic Media Adaptation and Personalization *SMAP 2008*

December 15-16, 2008, Prague, Czech Republic

The **Semantic Media Adaptation and Personalization (SMAP) Initiative** was founded during the summer of 2006 in an effort to bring together researchers and practitioners working in this area, in order to discuss the state of the art, recent advances and future perspectives for semantic media adaptation. The 1st SMAP meeting, named 1st International Workshop on Semantic Media Adaptation and Personalization (SMAP 2006) held in December 2006 outgrew all initial expectations and it had to be extended from a one-day to a two-day event. The 2nd International Workshop on Semantic Media Adaptation and Personalization (SMAP 2007), saw a similar growth which resulted in the event having to be held over three days, in addition to hosting a separate special session and a doctoral consortium.

As a result of the overwhelming and continuing interest and support for the first two SMAP events, the SMAP initiative founders and chairs (the National Technical University of Athens, the University of Indianapolis and Brunel University) have decided to hold this annually as a focused meeting of a society of researchers and practitioners. The 3rd SMAP workshop

- will be held in Prague, Czech Republic and
- will be organised by the Slovak University of Technology in Bratislava, Slovakia and the University of Ostrava, Czech Republic and
- will take place on Monday and Tuesday, December 15 and 16, 2008.

A doctoral consortium and other satellite events are planned during the time before and after the workshop.

SMAP 2008 will aim to address adaptation and personalisation issues such as, but not limited to:

- knowledge acquisition and management
- ontologies and reasoning
- knowledge models
- semantic context modelling and extraction
- content customisation
- user profiling
- content retrieval and filtering
- open media standards
- and so on

We strive to have a diverse academic audience, varying from young researchers working on PhD level to experts in the field. The workshop aims to provide a platform for exchanging fresh ideas and expertise, and for obtaining feedback on ongoing research.

As with both previous SMAPs, plans are in place to have all the papers presented at the workshop published by the IEEE Computer Society and selected papers to appear either in an edited volume or in a special journal issue. **Further and updated information about SMAP 2008**, as well as on the workings of the SMAP initiative in general, may be found at:



<http://www.smap2008.org>