



MediaEval

multimedia benchmarking initiative

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Overview

- What is MediaEval?
- MediaEval task selection
- MediaEval 2011
- MediaEval 2012



What is MediaEval?

- ... a multimedia benchmarking initiative.
- ... evaluates new algorithms for multimedia access and retrieval.
- ... emphasizes the "multi" in multimedia: speech, audio, visual content, tags, users, context.
- ... innovates new tasks and techniques focusing on the human and social aspects of multimedia content.

<http://www.multimediaeval.org>

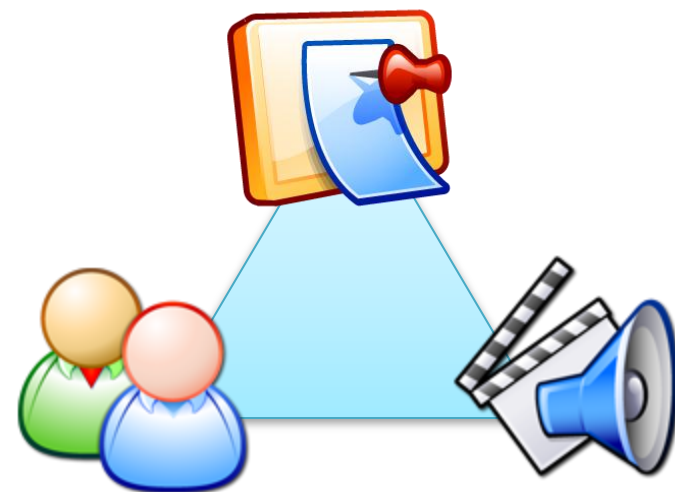
What is MediaEval?

- MediaEval originates and follows on from the VideoCLEF track at CLEF 2008 and CLEF 2009.
- Established as an independent benchmarking initiative in 2010.
- Supported in 2010 and 2011 by PetaMedia NoE, from 2012 by Cubrik.



What is MediaEval?

- Follows standard retrieval annual benchmarking cycle.
- Look to real-world use scenarios for tasks.
- Where possible select tasks with industrial relevance.
- Also draw inspiration from the “PetaMedia Triple Synergy”:
 - Multimedia content analysis
 - Social network structures
 - User-contributed tags

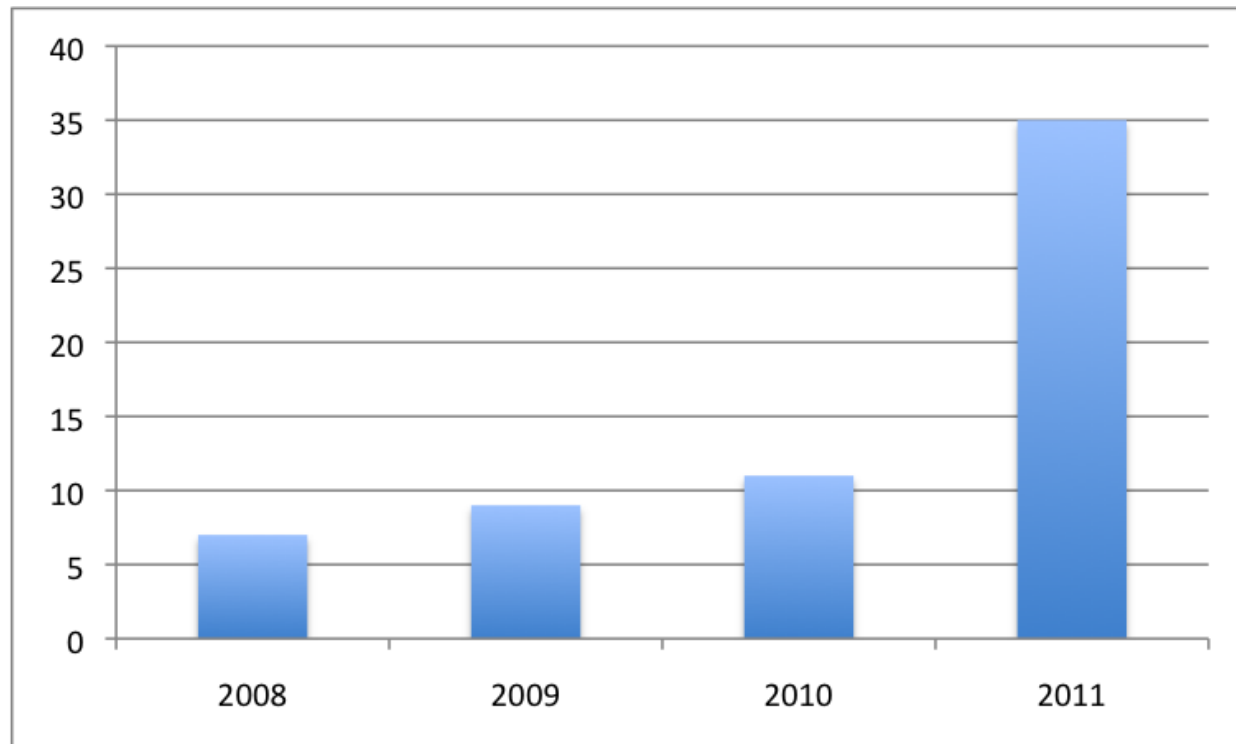


*PetaMedia Network of Excellence: Peer-to-peer
Tagged Media*

MediaEval task selection

- Community based task selection process.
 - Proposed tasks included in pre-selection questionnaire.
- Tasks must have:
 - use scenario
 - research questions
 - accessible dataset – creative commons
 - realistic groundtruthing process - crowdsourcing
 - “champions” willing to be coordinators
- Selected tasks must have a minimum of 5 registered participants to run.

Participating Teams



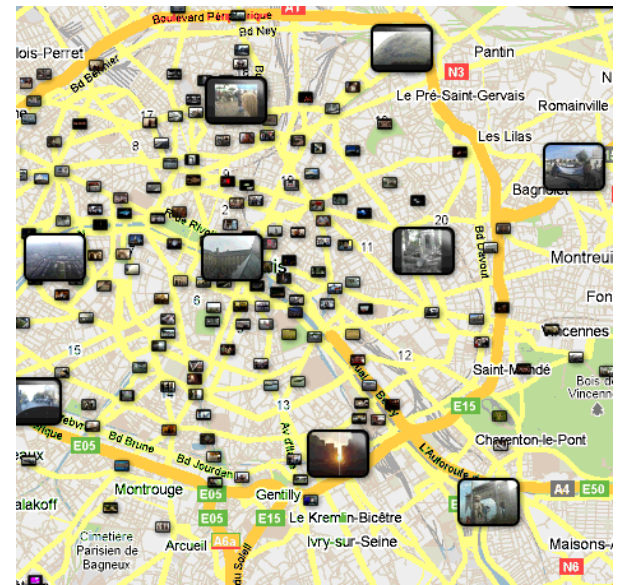
MediaEval Tasks 2011

- Placing task (6)
- Spoken Web Search task (5)
- Affect task (6)
- Genre tagging task (10)
- Rich Speech Retrieval task (5)
- Social event detection task (7)



Placing Task

- **Task:** Automatically assigning geo-coordinates to Flickr videos using one or more of: Flickr metadata, visual content, audio content, social information.
- **Data:** Creative Commons Flickr data, predominantly English.
- **Organizers:**
Vanessa Murdock, Yahoo! Research
Adam Rae, Yahoo! Research
Pascal Kelm, TU Berlin
Pavel Serdyukov, Yandex



Spoken Web Search

- **Task:** Search FOR audio content WITHIN audio content USING an audio content query.

This task is particularly interesting for speech researchers in the area of spoken term detection.

- **Data:** Audio from four different Indian languages -- English, Hindi, Gujarati and Telugu.

Each of the ca. 400 data items is an 8 KHz audio file 4-30 secs in length.

- **Organizers:**

Nitendra Rajput, IBM Research India

Florian Metze, CMU

World Wide Telecom Web

(i.e., the “Spoken Web”)



<http://interactions.acm.org/content/?p=1094>

- Consists of a network of VoiceSites hosted by telecom infrastructure.
- Voice Sites are interlinked voice-driven applications created by users.
- Spoken web is parallel and complementary to the existing WWW.
- Users need only a phone (any phone!!)
 - 68 cell phone subscriptions per 100 people in the developing world.
 - 5.4 per 100 people have broadband subscriptions (according to ITU).
- Users don't need to read!
- **Millions** will make use of a spoken web search engine, when it becomes available ...

Affect Task: Violent Scene Detection

- **Task:** Deploy multimodal features to automatically detect portions of movies containing violent material.
- **Data:** A set of 15 Hollywood movies (that must be purchased by the participants.): 12 training, 3 test.
- **Organizers:**
Mohammad Soleymani,
Univ. Geneva
Claire-Helene Demarty,
Technicolor
Guillaume Gravier, IRISA

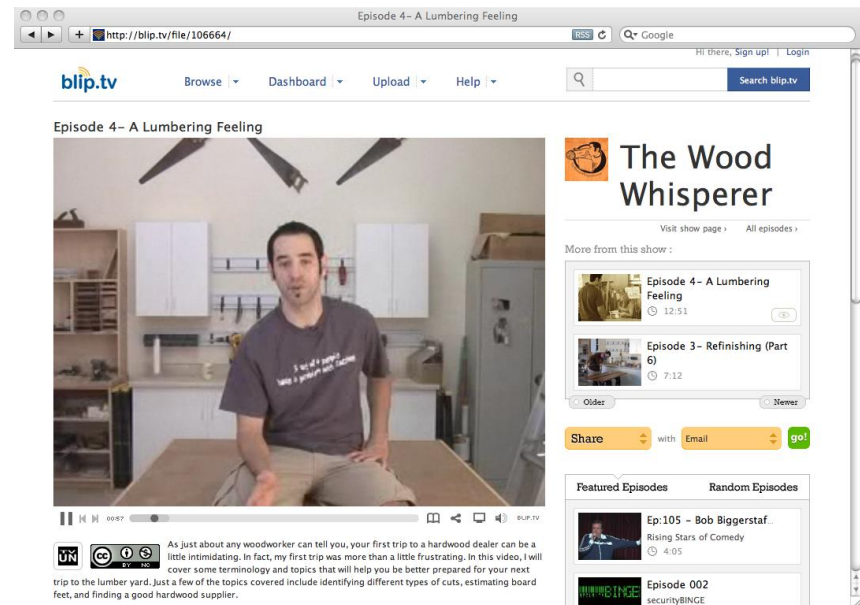


Flickr tylluan



Genre Tagging

- **Task:** Given a set of genre tags (how-to, interview, review etc.) and a video collection, automatically assign genre tags to each video based on on the combination of modalities.
 - semi-professional user generated content (SPUG).
- **Data:** Creative Commons internet video, multiple languages mostly English.
- **Organizers:**
 - Martha Larson, TU-Delft
 - Sebastian Schmiedeke, TU-Berlin
 - Christoph Kofler, TU-Delft
 - Isabelle Ferrané, Université Paul Sabatier



Rich Speech Retrieval

- **Task:** Given a set of queries and a video collection, participants are required to automatically identify relevant jump-in points into the video based on the combination of modalities.
- **Data:** Creative Commons internet video, multiple languages mostly English.
- **Organizers:**
Roeland Ordelman, Univ. Twente and B&G
Maria Eskevich, Dublin City University



Social Event Detection Task

- **Task:** Discover events and detect media items that are related to either a specific social event or an event-class of interest.
- **Data:** A large set of URLs of videos and images together with their associated metadata
- **Organizers:**
Raphael Troncy, Eurecom
Vasileios Mezaris, ITI CERTH



MediaEval 2011 Workshop

- Held at *Santa Croce in Fossabanda – a medieval convent in Pisa, Italy* – 1st -2nd September 2011
- Official Workshop of InterSpeech 2011
 - Unofficial satellite of ACM Multimedia 2010
 - Potentially workshop at ECCV 2012
- Nearly 60 registered participants – up from around 25 in 2010
- 39 2-page working notes papers (13 in 2010)
 - Published by CEUR.WS: <http://ceur-ws.org/Vol-807/>

MediaEval 2011 Workshop



MediaEval 2011 Workshop



MediaEval Project Support

- **Genre Tagging Task:** PetaMedia
- **Rich Speech Retrieval Task:** AXES and IISSCoS with support from PetaMedia
- **Affect Task:** Violent Scenes Detection Task: PetaMedia and Quaero
- **Social Event Detection:** PetaMedia, Glocal, weknowit, Chorus+
- **Placing Task:** Glocal with support from PetaMedia



Special Session

MediaEval 2010 results were presented at ACM ICMR 2011 in a special session entitled “Automatic Tagging and Geo-Tagging in Video Collections and Communities”



MediaEval 2012

- Informal presentation of task proposals at MediaEval 2011 workshop
- Call for formal task proposals in late 2011
 - Please propose a task!
- MediaEval 2012 online task selection questionnaire in early 2012
 - Please complete the questionnaire!
- Tasks announced and Call for Participation in spring 2012
- Task participation summer 2012
- MediaEval 2012 workshop - September/October

MediaEval

Thank You
Questions?



<http://www.multimediaeval.org>