CAMRa is organized as a part of the special two day event on **Context-aware recommender systems** at the 2010 ACM Recommender Systems (RecSys) conference.

The challenge focuses on the identification and utilization of contextual features for context-aware movie recommendations.

The challenge provides anonymized data from Germany’s largest online movie recommendation community Moviepilot and Sweden’s dito Filmtipset. These datasets contain contextual features which are to be used by the participants of CAMRa in order to generate context-aware recommendations.

The challenge is divided into three tracks:

- **Weekly recommendation track**
  Recommendations for calendar week 52 2009 (Christmas) and calendar week 9 2010 (Oscar’s).

- **Filmtipset Social track**
  Recommendations based on social relations.

- **Moviepilot Mood track**
  Recommendations for certain users and one certain mood. The best performing teams will be asked to perform recommendations for a set of users who will be given cinema tickets for the recommended movies after which they will be asked to rate the movies.

**Paper submission:** July 1, 2010  
**Notification:** July 22, 2010  
**Camera-ready:** August 16, 2010  
**Workshop held:** September 30, 2010  
**Datasets available by email request sent to** camra2010@dai-labor.de  
**URL:** [www.dai-labor.de/camra2010](http://www.dai-labor.de/camra2010)

**Industrial Chairs:**  
- Jannis Hermanns – Moviepilot  
- Magnus Hoem – Filmtipset

**Program Committee:** Sahin Albayrak, Liliana Ardissono, Lora Aroyo, Stephan Baumann, Dominik Benz, Toine Bogers, Li Chen, Jill Freyne, Ido Guy, Tom Heath, Robert Jäschke, Jérôme Kunegis, Leandro Balby Marinho, Jon Sanders, Rene Schult, Bracha Shapira, Myra Spiliopoulou, Domonkos Tikk, Robert Wetzker  
**Expert Panel:** Gedas Adomavicius, Sarabjot Singh Anand, Derek Bridge, Anthony Jameson, Joseph Konstan, Yehuda Koren, Francisco Martin, Bamshad Mobasher, Francesco Ricci, Barry Smyth, Alex Tuzhilin, Qiang Yang