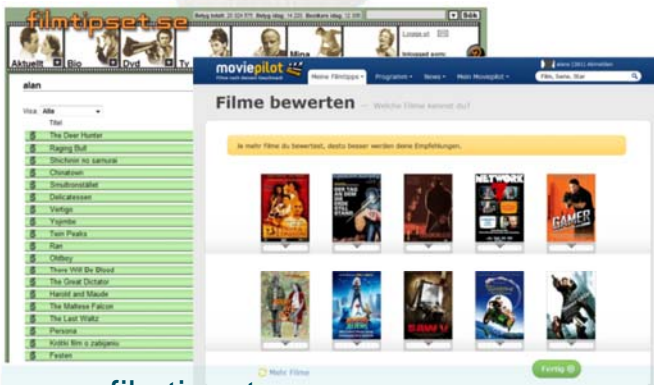


# Challenge on Context-aware Movie Recommendation CAMRa2010



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.



[www.filmtipset.se](http://www.filmtipset.se)

[www.moviepilot.com](http://www.moviepilot.com)

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](mailto:camra2010@dai-labor.de)

URL: [www.dai-labor.de/camra2010](http://www.dai-labor.de/camra2010)

Industrial Chairs:

- ° Jannis Hermanns – Moviepilot
- ° Magnus Hoem – Filmtipset

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.

Chairs:

- ° Shlomo Berkovsky – CSIRO
- ° Ernesto W. De Luca – TU-Berlin
- ° Alan Said – TU-Berlin

**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