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## Preface

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**Biographical notes:** Artur Lugmayr describes himself as a creative thinker and his scientific work is situated between art and science and is Full Professor for entertainment and media production management at the Tampere University of Technology (TUT): EMMi – Entertainment and Media Production Management (<http://www.tut.fi/emmi/>). His vision can be expressed as to create media experiences on future emerging media technology platforms. He is holding a Dr-Techn degree and is currently engaged in Dr-Arts studies at the School of Motion Pictures, TV and Production Design (Aalto University, Helsinki). He is founder of the production company LugYmedia Inc. (<http://www.lugymedia.com>). More about him can be had on <http://www.tut.fi/emmi>

Heljä Franssila (MSc (Tech), BSocSc) is a Researcher and PhD student at the Tampere Research Center for Information and Media (TRIM) at the School of Information Sciences (SIS) in University of Tampere in Finland. Her current multidisciplinary research interest has concentrated into information ergonomics in knowledge work, lean information management, computer-supported collaborative work and productivity impacts of new collaborative, mobile and location aware technologies in industrial and knowledge-intensive work environments.

Imed Hammouda is currently an Associate Professor at Tampere University of Technology (TUT) where he is heading the international masters programme at the Department of Pervasive Computing. He got his PhD in Software Engineering from TUT in 2005. His research interests include open source software, software architecture, software development methods and tools, and variability management. He is leading TUTOpen – TUT research group on

open source software. He has been the principal investigator of several research projects on various open initiatives. His publication record includes over 50 journal and conference papers.

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Welcome to one of the special issues of the *15th International Academic MindTrek Conference 2011* held in Tampere, Finland, in October 2011. For the 15th time the MindTrek Association hosts the MindTrek Conference on a yearly basis as Nordic prime conference with over 600 attendees for exploring digital media from a business and academic viewpoint since 1997. More information about the event can be found on <http://www.mindtrek.org>. As part of the general event, the Academic MindTrek Conference is a meeting place for cross-disciplinary researchers and practitioners from diverse disciplines that are exploring the wider field of media from a human, business and technology viewpoint. More information about the Academic MindTrek Conference can be found on <http://www.academicmindtrek.org>.

The following section provides an overview of the submitted papers, which were selected for this special issue. The first paper entitled ‘Innovation-related benefits of social media in Business-to-Business customer relationships (Jari Jussila, Hannu Kärkkäinen and Maija Leino)’ has the goal to investigate social media in Business-to-Business (B2B) customer management. Differences to applying social media in Business-to-customer (B2C) cases are presented, and advantages of applying social media in B2B settings are pointed out. The study concludes by evaluating the benefits of applying social media to foster innovations in business processes. The second paper of the special issue has another perspective of participatory media, and devotes its content to the analysis of participatory content. The paper is entitled ‘MOETA: a novel text-mining model for collecting and analysing competitive intelligence (Yue Dai, Tuomo Kakkonen, Ernest Arendarenko, Ding Liao and Erkki Sutinen)’ and copes with the challenge of mining the tremendous amount of textual information on the internet on their sentiment. The authors developed a unique model to cope with this task. Existing tools are evaluated, and the advantage of the new architecture is evaluated. The authors introduce the MOETA model for text mining, which extends existing tools by various features, such as event detection, possibility to involve customer feedback, and has a unique timeline-based visualisation. Collaborative architectures are researched in the third paper of this special issue, which is entitled ‘Digital clip gift shops as scenarios for collaborative architectures for monetising broadcast archive content: an evaluation from a technical and business viewpoint (Sabine Bachmayer, Artur Lugmayr and Gabriele Kotsis)’. The paper evaluates collaborative architectures in a broadcasting environment. It identifies architectural components, as well as it conducts a business viability analysis to underline the potentials of this architecture. The paper concludes with the development of various scenarios of collaborative architectures in a broadcasting setting. ‘Content-based search overviews and exploratory browsing of movies with MovieClouds (Teresa Chambel, Thibault Langlois, Pedro Martins, Nuno Gil, Nuno Silva and Eduardo Duarte)’ is the fourth paper in the special issue. It copes with the problem of searching of video content. The introduced system, called MovieClouds, allows tagging and interactively searching video content. The authors conducted a user-study and present their architecture, especially the navigation options of the system. The paper is an

excellent example, how the cloud can be utilised to perform advanced navigation and tagging of content. The last paper entitled ‘Patterns in the distribution of digital games via BitTorrent (Anders Drachen and Robert W.D. Veitch)’ has another perspective on participatory media, and devotes its focus on the distribution of digital games via BitTorrent. It discusses the illegal distribution of digital games on the internet. The author conducted a thorough study of the illegal distribution of digital games worldwide by analysing of distribution figures. As conclusion, the paper discusses piracy patterns, and the end-user behaviour in relation to these. It is a unique contribution to this topic.

We hope to attract the attention of the reader in viewing participatory and social media from a different viewpoint and allow him or her to discover various aspects of latest trends in social media. We would especially like to thank several contributors for their patience and high-quality contributions. Each of the contributions shades light on the development of social media from a consumer experience, technical, business or application perspective. We also would like to acknowledge the work of reviewers, which made this special issue possible. We also thank the organising team of the MindTrek Conference for making the conference happen.