

🌐 Brazil 📅 June 3-6, 2025

CONFERENCE WEBSITE: <https://imx.acm.org/2025/authors/call-for-papers/>

| About the Conference

ACM IMX 2025

ACM International Conference on Interactive Media Experiences

June 3-6, 2025

UFF, Niterói, RJ, Brazil

imx.acm.org/2025

Call for papers - Main Track

<https://imx.acm.org/2025/authors/call-for-papers/>

Key Dates:

Submission Deadline: 20/01/25

Reviews released: 28/02/25

Rebuttals submission:07/03/25

Important Dates

JUN
03

CONFERENCE
DATE
**June 3-6,
2025**

Final decision Notification:17/03/25

Camera Ready Submission: 07/04/25

Presentation at conference:4-6/06/25

Selection: Double Blinded Review Process +
Rebuttal

All deadlines are at 23:59 Anywhere on Earth

Online Submission

[https://new.precisionconference.com/user/login?
society=sigchi](https://new.precisionconference.com/user/login?society=sigchi)

The ACM International Conference on Interactive Media Experiences (IMX) focuses on challenges and innovations across diverse forms of media engagement and experience. The aim is to provoke and promote discussion and the sharing of exciting ideas amongst researchers, industry practitioners and the academic community in all forms of media: VR, AR, MR, XR, 360°, live-streaming, online media content, authoring and production, TV as well as multimodal content. We encourage authors to submit their novel research findings in analysing, developing, creating, installing, evaluating, critiquing or distributing interactive media experiences. Possible topics of interest include:

New Forms of Media Experience

We welcome papers where the primary contribution is the introduction of novel ways of experiencing media content, including those driven by novel hardware implementation. This includes experiences harnessing new forms of media content (e.g. VR, AR, MR, XR, 360°, live-streaming, haptics, olfactory, gustation, etc.); those that are consumed in diverse ways including across multiple screens, platforms, modalities, and in immersive theatres; and those that arise from contemporary developments in AI. Application areas could include entertainment and information including interactive and generative documentaries, transmedia storytelling, volumetric filmmaking, live performance broadcasts and object-based media productions. Papers in other application areas, such as education, healthcare, wellbeing and governance and decision-making, are also welcome.

Analysis of Audiences and their Interactions

Advances in content, platforms and devices are rapidly changing how audiences engage with media. We welcome contributions that seek to understand audiences using a rich variety of analytic approaches including sensing audiences, sentiment analysis, and measuring and monitoring quality of experience, including ones inspired by psychophysics approaches. Areas of interest include, but are not limited to, consumption trends and behaviours in young audiences, sharing practices and communication strategies,

identifying engagement patterns across diverse genres, platforms and demographics, scheduled versus on-demand content consumption, binge viewing, and multi-platform engagement. Papers exploring AI techniques for understanding audiences are encouraged, e.g.: monitoring media bias, misinformation and fake news, predictability of real-world events.

Underpinning Technologies and Systems

This topic focuses on technologies, systems, and interfaces that enable new, or improve and advance our existing interactions with media content online, at home, or on the move. We encourage submissions describing technical advancements in streaming systems, content synchronisation for multi-platform delivery, and recommendation and companion apps. Additional areas for consideration include games engines for content delivery, location-based and context-aware applications and services and object-based media.

Production tools and workflows

We invite papers describing advances in the preparation, design, and development of media experiences. Areas of interest include new production processes for TV, online video, VR, AR, XR, and 360° formats. Novel tools and workflows using motion/volumetric capture, render engines and LED volumes are encouraged, as are the presentations of innovative authoring and data-

driven tools for interactive or multi-platform content development. In addition to papers describing technical innovations, we are also interested in innovations originating from design and humanities perspectives detailing the authoring process for writing interactive content and the human-centred design methods used to realise these narratives. We are particularly interested in papers exploring use of artificial intelligence techniques to generate or support the creation of novel media experiences.

Business Models and Marketing

This topic focuses on the new business, marketing, purchasing, subscription, and monetizing strategies arising from and enabling the creation and consumption of innovative media experiences. Areas of interest include, but are not limited to, targeted advertisements, freemium products, programmatic media buying, in-programme recommendations and purchases, exploiting consumption data, monetizing second screen experiences, and social media influencer strategies.

Cultural and Social Studies

The impact of the contemporary developments in media on cultures and societies is powerful and raises many important and challenging topics for consideration. We welcome papers from a wide variety of theoretical and analytical perspectives examining structured reality TV, social media

manipulation and targeting, media convergence and platform monopolies, intellectual property, remix culture, fan culture, media activism and participation politics, or tactical media practices. In addition, research concerning media violence, social media addiction, or issues of bias and ethics would also be appropriate for this topic.

Disruptive Concepts and Media Art

IMX is an inclusive, growing, interdisciplinary community, so if you aren't sure whether the specifics of your research are in scope then please email paper@imx.acm.org and the chairs will do their best to advise you. Additionally, we are offering a mentoring programme for authors new to submitting an academic paper, those in circumstances which are particularly adverse (e.g. a disability or personal circumstances which impact upon the paper preparation process), those for whom English is a second language or a particularly novel submission which may require additional input.

Submission Format

Authors are encouraged to submit a paper of length proportional to its contribution. The average length of IMX papers is approximately 7,000–8,000 words with an abstract limit of 300 words, this excludes references, figure/table captions, and appendices. Submissions above 12,000 words (two standard deviations above the average) will be considered excessively long,

given extra scrutiny in terms of contribution, and could be desk rejected.

Shorter, more focused papers are also welcome and encouraged. Papers up to 4000 words (excluding references and figure/table captions) will be designated as 'short papers' and will be reviewed on the basis of their relative contribution. Short papers should be submitted following the same templates and procedure as longer papers.

Please ensure that you use the right templates available from the ACM; a single column format must be used for the reviewing phase. Word authors should use the single column Word Submission Format. Author working in LaTeX format, should use `\documentclass[manuscript,review,anonymous]{acmart}`. Use of different templates or formats may result in a desk rejection.

Your submission must be anonymized. Papers that violate the anonymization policy, including within the supplemental materials, will be desk rejected.

References, figures, captions, tables, headers, etc. do not count as part of the word limit. Authors must also specify the key area of the submission (of the areas indicated in the conference topics) and keywords.

We suggest that videos should be no longer than 3-5 minutes and please be aware that the total size of all submitted material should not exceed

150MB.

The committee will take into account the selected length of papers when evaluating the value and strength of the contribution (meaning shorter submissions are welcome).

Submitted papers must comply with ACM's Policy on Research Involving Human Participants and Subjects. This means that, as a published ACM author, you and your co-authors are subject to all ACM Publications Policies, including ACM's new Publications Policy on Research Involving Human Participants and Subjects.

Authors should submit accessible papers to ensure that everyone can review and access submissions to IMX. Resources for preparing accessible submissions can be found [here](#) and help to support accessible submissions is available through contacting paper@imx.acm.org.

Review Process

Double-Blind Review

Please prepare your paper in a way that preserves the anonymity of the authors as otherwise the paper will be immediately rejected. This includes removing (rather than obscuring) authors' names below the title, avoiding phrases such as 'our previous work' when referring to earlier publications, removing acknowledgement information (e.g., co-workers, institutions, and

grant IDs), or providing links to websites or media platforms that may identify the authors.

Originality

Material submitted to the ACM International Conference on Interactive Media Experiences must be original. By submitting a manuscript to the conference, the authors guarantee it has not been previously published, or accepted for publication in substantially similar form. No paper containing significant overlap can be submitted to other conferences or journals during the review period. Please view the basic ACM policies; these are subjective measures left to the interpretation and judgement of the reviewers and committee members. Please also review the new ACM policy on research involving human participants and subjects instituted as of August 15, 2021. More information about ACM publications policies and procedures can be found [here](#).

Authorship

Text generated from a large-scale language model (LLM) such as ChatGPT must be clearly marked where such tools are used for purposes beyond editing the author's own text. While we will not be using tools to detect LLM-generated text, we will investigate submissions brought to our attention and will desk reject papers where LLM use is not clearly marked. You may also read the SIGCHI blog post on the topic.

Selection Process

Papers are expected to significantly contribute to the field of interactive media experiences. The contribution has to be original, novel, and identify how it advances the state-of-the-art (citing the most appropriate references). The paper should be concise, coherently structured, well-written and straightforward to understand. In addition, the paper must detail the methodology used for answering the research questions, justify its appropriateness, and ensure the validity of the presented results and findings.

Content will be rigorously reviewed by members of the program committee and peer experts. Each paper will receive feedback in the form of at least three peer review reports.

The final selection will be made by the Technical Program Committee based on the review reports, rebuttal, and meta-review. The program committee reserves the right to ask authors for specific changes as a precondition to publication.

AUTHORS TAKE NOTE: The official publication date is the date the proceedings are made available in the ACM Digital Library. This date may be up to two weeks prior to the first day of the actual conference. The official publication date affects the deadline for any patent filings related to published work.

At the Conference

Authors of accepted papers must give an oral presentation of their work at the conference either in person in Stockholm or by remote participation. Authors of accepted contributions will receive the indications of how to present their work at the virtual conference. At least one author must register to attend the conference to give this presentation.

IMX is a physical and in person conference, however, remote participation will be made possible if needed.

After the Conference

Accepted paper submissions will be published in the main conference proceedings, indexed by the ACM Digital Library.

Contacts

For further details on scope, submission route or any other issues, please get in touch with the Paper Chairs at: paper@imx.acm.org.

ACM's Publication Policy

“By submitting your article to an ACM Publication,

you are hereby acknowledging that you and your co-authors are subject to all ACM Publications Policies, including ACM's new Publications Policy on Research Involving Human Participants and Subjects. Alleged violations of this policy or any ACM Publications Policy will be investigated by ACM and may result in a full retraction of your paper, in addition to other potential penalties, as per ACM Publications Policy."

<https://www.acm.org/publications/policies/research-involving-human-participants-and-subjects>

"Please ensure that you and your co-authors obtain an ORCID ID, so you can complete the publishing process for your accepted paper. ACM has been involved in ORCID from the start and we have recently made a commitment to collect ORCID IDs from all of our published authors. The collection process has started and will roll out as a requirement throughout 2022. We are committed to improve author discoverability, ensure proper attribution and contribute to ongoing community efforts around name normalization; your ORCID ID will help in these efforts."

Technical Program/Paper Chairs

For further details on scope, submission route or any other issues, please get in touch with the Paper Chairs at: paper@imx.acm.org.

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