ACM SIGGRAPH Annual Report for July 2013 - June 2014
Fiscal Year 2014

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1. Awards

ACM SIGGRAPH presented its 2013 awards during the Keynote session at SIGGRAPH in Anaheim, California:
- Computer Graphics Achievement Award: Holly Rushmeier, Yale University
- Significant New Researcher Award: Niloy Mitra, University College London
- Steven Anson Coons Award: Turner Whitted, TWI Research
- Distinguished Artist Award for Lifetime Achievement in Digital Art: Manfred Mohr
- Outstanding Service Award: Mary Whitton, University of North Carolina

The SIGGRAPH Computer Animation Festival celebrated its 40th anniversary in 2013; four decades of presenting the work of the world's most innovative and accomplished creators of digital gaming, film, and video. A total of 104 films were shown during the festival, 10 percent more than shown in 2012 -- a result of a huge influx of exceptional submissions. The majority of the festival winners were from outside the United States, a strong indication of the event's international appeal. In addition to film screenings, the festival included behind-the-scenes production sessions and live presentations of cutting-edge, real-time rendering techniques.

SIGGRAPH 2013 Computer Animation Festival Awards:
- Best in Show Award: *À la Française*. Directed by Morrigane Boyer, Julien Hazebroucq, Ren Hsien Hsu, Emmanuelle Leleu and William Lorton, France
- Jury Award: *Lost Senses*. Directed by Marcin Wasilewski, Poland
- Best Student Project Prize: *Rollin' Safari*. Directed by Kyra Buschor, Anna Habermehl, Constantin Paeplow, Germany
- Best Student Project Prize Runner-Up: *Sleddin'*.Directed by John Pettingill, Texas A&M University, United States of America
- Best Student Project Prize Runner-Up: *Harald*. Directed by Moritz Schneider, Germany

The SIGGRAPH Asia 2013 Computer Animation Festival received a total of 506 submissions from 51 countries. 103 clips were selected for screening, roughly 15 percent of which were from Asia.

SIGGRAPH Asia 2013 Computer Animation Festival Awards:
- Best in Show Award: *5 Meters 80'*. Directed by Nicolas Deveaux, Cube Creative Productions.
- Jury Award: *Sonata*. Directed by Nadia Micault, Autour de Minuit Productions
- Best Student Project Award: *Wedding Cake*. Directed by Viola Baier, Filmakademie Baden-Wuerttemberg.

2. Significant papers on new areas that were published in SIGGRAPH proceedings

115 Technical Papers were presented at SIGGRAPH 2013. 66 Technical Papers were presented at SIGGRAPH Asia 2013. The 2013 papers program at both conferences saw participation from many of the world's leading academic research institutes, and revealed cutting-edge advances in numerous areas, including HDR and IBR, computational photography, out-of-core rendering, data-driven animation and image-based reconstruction (among others).

3. Significant programs that provided a springboard for further technical efforts

SIGGRAPH
SIGGRAPH 2013, the world's premier conference on computer graphics and interactive techniques, welcomed 17,162 artists, research scientists, gaming experts and developers, filmmakers, students and academics from 77 countries to Anaheim, California in July 2013.180 industry organizations exhibited at SIGGRAPH 2013 representing 43,850 sq. ft. of exhibit space. A total of 15 countries were represented on the show floor, 38 percent of which were from outside the United States. In all, more than 1,354 speakers and contributors participated in the conference through a variety of talks, sessions, panels, papers, presentations, tutorials, and screenings.

Among the highlights of SIGGRAPH 2013 was a distinguished speaker panel presented in collaboration with the Academy of Motion Picture Arts and Sciences. The panel was moderated by Randy Haberkamp of AMPAS and included noted directors Ron Clements, Pete Docter, Eric Goldberg, Kevin Lima, Mike Mitchell, Chris Sanders, Henry Selick, David Silverman and Kirk Wise.

In conjunction with the 2013 conference, SIGGRAPH held its third annual Business Symposium. The symposium featured keynote speaker Captain Thomas Chaby, executive officer at the Naval Special Warfare Center who spoke on disruption in the battlefield. The objective of the event was to provide tactics for leaders in the industry to move beyond disruption.

SIGGRAPH Asia
The 6th ACM SIGGRAPH Asia Conference and Exhibition in Hong Kong, China drew more than 6078 attendees from 61 countries, of which 9.5 percent were students from educational institutions across the region. In all, 38 percent of all attendees came from outside Hong Kong. SIGGRAPH Asia's featured speakers were Thad Starner, Professor of Computing at Georgia Institute of Technology and Philip Rosedale, Founder of Second Life and Co-founder of High Fidelity. Vibrant and engaging discussions on the developments, innovations and future trends of computer graphics and interactive techniques were seen by attendees from all around the world.

4. Innovative programs which provide service to some part of the ACM SIGGRAPH technical community

Digital Arts
The Digital Arts Committee's social networking site (http://siggrapharts.ning.com/) provides a unique, virtual meeting place where ACM SIGGRAPH members and SIGGRAPH attendees interested in digital art can connect. The website currently boasts 908 members. Of these, 304 report as being official SIGGRAPH members. Last year's figures were 800/261, which represents slow but steady growth.

The Digital Arts Committee's initiatives for 2013 include an online game art exhibition, significant outreach efforts to involve the international art community in ACM SIGGRAPH, and the successful transition of past digital art shows to the newly-launched SIGGRAPH.org.

Education
One of the major objectives of the ACM SIGGRAPH Education Committee is to help establish a worldwide network of computer graphics educators. FY 2014 saw the migration of the Education Committee web site to a simpler, more user-friendly Drupal-based site. In today's modern, always-online culture, a readily accessible and easily navigated website is increasingly important.

The Education Committee was also very involved in SIGGRAPH 2013, providing training seminars, committee-organized "Birds of a Feather" events and committee-sponsored, off-site training.

Small Conferences
In FY2014, the Small Conference Committee approved 7 sponsored, 5 co-sponsored and 5 in-cooperation conferences. In addition, several conferences co-located with SIGGRAPH 2013, including the Symposium on Computer Animation, High-Performance Graphics, the Digital Production Symposium, Expressive, and the Symposium on Spatial User Interaction.

Student Services
In FY2014, the ACM SIGGRAPH Student Services Committee coordinated three programs engineered to provide value to current student members and make membership more enticing to potential student members. The programs; S3 Talks, Résumé Reel Review (S3R3) and S3 Mentor Me, offered year-round student membership benefits beyond the SIGGRAPH Student Volunteers program, which the committee also oversaw.

Communications
A new, responsive-design ACM SIGGRAPH website was launched just prior to SIGGRAPH 2013. The new site's content and news items have been updated weekly by the Content Manager, and traffic to the site is strong:

- 289,925 unique individuals visited the site between July 1, 2013 and June 30, 2014
- During FY2014, the site averaged nearly 24,000 visitors per month
- 37 percent of visitors to the site during FY2014 had never visited before

Near the end of FY2014, the Communications Committee launched a new, responsive version of the ACM SIGGRAPH Interactions newsletter. The updated newsletter was produced by the Content Manager; it's clean, visually appealing, and in alignment with the color scheme and design for the new website.

Social media remains a major priority for the Communications Committee, which has established a process of information exchange with SIGGRAPH and SIGGRAPH Asia marketing, to ensure the conferences are promoted equally and enthusiastically. A streamlined social media management application has been adopted by the committee, which has allowed for advance scheduling of social media, strengthened lines of communication between members and the organization, and provided a deeper understanding of the way ACM SIGGRAPH is represented and discussed in the social media space.

The ACM SIGGRAPH social media accounts, maintained by the Communications Committee, push out five to ten industry-related news items and SIGGRAPH conference promotions each day, through each channel. The following for these accounts is strong, and growing rapidly:

- Twitter: 21,015 followers; 3,288 gained since SIGGRAPH 2013
- Facebook (combined SIGGRAPH accounts): 26,445 fans; 7,455 gained since SIGGRAPH 2013
- LinkedIn: 9,381 group members; 838 fans gained since SIGGRAPH 2013
- YouTube: 11,965 subscribers; 4,900 gained 4,900 since SIGGRAPH 2013
- Google +: in 753 circles; gained 254 circles since SIGGRAPH 2013

The ACM SIGGRAPH YouTube channel received a significant amount of traffic in FY2014:

- The SIGGRAPH 2013 Technical Papers Preview received nearly 1 million views
- The SIGGRAPH 2013 Computer Animation Festival Preview received more than a quarter of a million views

Chapters
ACM SIGGRAPH Chapters (currently 50 Professional and Student Chapters) host activities for their local communities throughout the year. Some examples of chapter events from FY2014:

- NYC ACM SIGGRAPH : MetroCAF 2014
- Bogota ACM SIGGRAPH : Bogota ACM SIGGRAPH 2014
- Drexel University ACM SIGGRAPH Student Chapter: Student FJORG event Feb 2014
- Vancouver ACM SIGGRAPH : Vancouver ACM SIGGRAPH Unmasks the Secrets Behind "The Amazing Spider-Man 2″ May 2014

- Toronto ACM SIGGRAPH : 3D Printing Workshop March 2014
- London ACM SIGGRAPH : Opening meeting April 2014
- Silicon Valley ACM SIGGRAPH : "Industrial Light & Magic's Computer Vision Pipeline for Movie Making" Feb 2014
- Paris ACM SIGGRAPH : Making of "Feast" June 2014

The Chapters Committee also hosted a number of events and activities at SIGGRAPH 2013, including the following:

- Chapters Development Workshop-- Roughly 20 different chapters (40 people) attended the annual training workshop in Los Angeles
- ACM SIGGRAPH Student Volunteer and Chapter Leaders joint luncheon -- Approx 300 people SVs, Chapter Leaders and Pioneers attended the luncheon.
- Chapters Start-Up Meeting - Over 20 students and professionals attended this meeting on how to start an ACM SIGGRAPH Professional or Student Chapter
- Chapters Business Meeting

5. Events or programs that broadened participation either geographically, or among under-represented members of ACM SIGGRAPH

Digital Arts Committee
Analytics show that visitors to the DAC social website come from 118 different countries, so the committee has begun to focus efforts on international outreach, working closely with the SIGGRAPH Conferences International Committee. In FY2014, for the first time, a DAC representative attended SIGGRAPH Asia, and distributed basic instructions for joining the DAC social site in Chinese, Japanese, and Korean.

The 2013 DAC online exhibition, *The Aesthetics of Gameplay*, was launched as a means to reach out to the games community, a somewhat under-represented segment of the ACM SIGGRAPH community.

For 2014, the DAC is developing a new online exhibition of innovative applications of digital video (not including animation) to serve and attract another under-represented part of the larger ACM SIGGRAPH community.

Education Committee
In FY2014, the international ACM SIGGRAPH Education Committee members have played active roles in the planning and organization of education-related computer graphics events in several countries, taking advantage of an excellent opportunity to exchange information and promote ACM SIGGRAPH educational activities worldwide.

Student Services Committee
In 2013, the Student Services Committee supported the SIGGRAPH Asia Student Volunteer Program, providing a panel of special sessions along with reel and resume reviews. Their effort lent further value to the SIGGRAPH Asia student volunteer experience, and helped strengthen

the ties between SIGGRAPH and SIGGRAPH Asia.

Chapters Committee
In FY2014, the Chapters Committee developed a strategy for building an Asia Chapters sub-committee to help expand the chapters network in Asia.

6. Key issues that the membership of ACM SIGGRAPH will have to deal with in the next 2-3 years

ACM SIGGRAPH is looking to better position the organization for the future given the trends impacting the industry, membership organizations and our community members' lives. Two continuing major issues that leadership will be looking at are decreasing conference attendance and shrinking conference revenues. We have long had a reputation for excellent and exciting content at our conferences, and want to expand this to provide year-round content and networking for our community. The ACM SIGGRAPH newly designed web site is the first step toward this. Additionally, a strategic task force has been put into place to facilitate discussions about our future.