

THE WEB CONFERENCE 2018

Press File
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LYON, WORLD WIDE
WEB TERRITORY
FROM 23 TO 27 APRIL 2018

The Université de Lyon is organizing, in partnership with the Région Auvergne-Rhône-Alpes and the Lyon Metropolis, and in collaboration with the Digital League and the IW3C2, the international web conference.

INTERVIEWS OF THE MAIN ACTORS

Khaled Bouabdallah, President of the Université de Lyon

Why did the Université de Lyon candidate to organize The Web Conference for the second time?

As the second largest scientific center of France, the Université de Lyon plays an important role in promoting and developing the strong potential for scientific research of the Lyon Saint-Étienne site. It contributes to the development of premier research, especially in the field of the web. The Université de Lyon introduced many innovations in the organization of the 2012 edition. Building on its success and the close links woven between our organizations, the IW3C2 has decided to entrust us with a second edition with the ambition to innovate again by expanding the base of participants beyond researchers and by launching the new identity of the web conference.

A challenge undertaken that is in the process of being successful with:

- A co-organization with Digital League, and more broadly the actors of the local ecosystem,
- More than 1,150 full papers received for the research tracks,
- With calls for contributions still open for more than 20 alternate tracks.

How does organizing The Web Conference 2018 fit into the Université de Lyon's strategy?

In February 2017, the Université de Lyon received the Excellence Initiative (IDEX) label. This label allows us to have additional resources for increasing the global outreach of French higher education and research, in close relation with the socio-economic actors of the territory. It is for this purpose that we are developing digital training, in particular through the new University Diploma (DU) on digital transformation that will begin in February 2018, as well as a training course for companies on digital transformation.

(Re)organizing such a conference with a great international scope, and which brings together the top new technologies experts, fits perfectly in the dynamics and the deployment of this project of excellence.

In addition to the conference, the wider involvement of all citizens will be based around the "OFFs" (called "WebCome Lyon"), in line with the third pillar of the missions of higher education and research: "University and society". Also, the Université de Lyon will propose a series of public events on the theme "The transhumanist odyssey: thinking about the artificial intelligences of the future". Many other events are also being co-organized across the region.

What are your ambitions for this event?

We wish to reinvigorate this conference, in close collaboration with the IW3C2 and the Digital League. The Université de Lyon is thus committed to proposing, within a rich and top-level scientific research program, more "accessible" tracks and content, in order to attract all key actors of the digital sector as well as entrepreneurs, with the objective of driving and encouraging exchanges and interactions between all.

The conference will welcome leading personalities on the following underlying theme: "Bridging natural and artificial intelligence worldwide". This baseline will be transversal to all topics that will be discussed at The Web Conference 2018.

We aim to welcome more than 2,500 participants from 60 countries and fill the congress center for the conference, but also to mobilize at least as many people in the "OFF" events before and after The Web Conference 2018.

David Kimelfeld, President of the Lyon Metropolis

As the 2nd French digital hub, what are the current and future challenges for the Lyon Metropolis?

The Lyon Metropolis has been involved for many years alongside digital economic players to support and develop a territorial ecosystem that breeds innovation and develops business and job creation.

The digital sector is today the one in which the Metropolis creates the most jobs, with a growth of 13% of jobs in 5 years versus 2% in Paris. This dynamic places us currently as the 2nd digital hub in the nation with 7,000 companies established, 50,000 jobs created at all levels of the digital value chain, 300 university courses proposed, 600 events organized each year, and so on.

With this particularly rich ecosystem, we must stay one step ahead and continue our strategy of visibility on a European and international scale. The organization in Lyon of The Web Conference with international scope directly contributes to this action.

Putting our digital excellence at the service of metropolitan economic development is a major challenge for the Lyon Metropolis. The state of health of the digital sector in Lyon must allow us to undertake the great economic challenges of our territory: the construction of the smart city, the preservation of our industrial base with the quest of our strategy for the industry of the future, and the support for the digital transformation of companies, or also the development of the "living in good health" sector.

How is hosting The Web Conference one of the vectors of the "digital transformation" initiated by the Metropolis?

We live in an increasingly digital world that is changing the economic, social and urban scene. It is essential that this development be reflected in a transversal way through a transformation in all areas: at the level of companies, organizations and working methods.

The web is a diffusing technology that boosts economic growth. Increasingly complex data management in all areas of activity such as health, energy, banking, transport ... but also education, coupled with a demand to secure this data, requires infrastructures. That is the reason for which we decided to equip our territory with optic fiber.

Looking through the lenses of science, anticipating and projecting oneself in the web of tomorrow, is the best way to be a step ahead in the adjustment of our territory to these evolutions. WWW2012 in Lyon had placed a major spotlight on a group of actors and innovators who were then flourishing in the Metropolis. The Web Conference 2018 will enable us to strongly mark the digital year in Lyon. All the stakeholders in Lyon, be they citizens or from the economic, cultural, educational, social sectors, are already mobilized to get involved around this subject.

What are your expectations for this Lyon edition of The Web Conference?

Since the event took place in 2012, the Lyon Metropolis has worked to structure and energize a thriving digital ecosystem. This ecosystem, which brings together start-ups, big companies, investors, laboratories, universities, competitiveness clusters, associations and public authorities, was rewarded with the French Tech label in 2014.

In parallel, this event proved to be a real accelerator for the momentum of the Lyon web community. It played an important role by mixing sources of expertise and opening up minds to innovation, entrepreneurship, new uses and digital transformation. Our Metropolis wanted to keep the momentum going and so, along with the Université de Lyon, created an annual event on the web in Lyon: this is how "BlendWebMix" was born. Unique interface between research and entrepreneurship, organized by La Cuisine du Web and the Université de Lyon, it gathered in October, nearly 2,000 participants for the 2017 edition.

Laurent Wauquiez, President of the Région Auvergne-Rhône-Alpes

What are the challenges for the Région with regards to the digital sector?

Digital technology is the number one priority of the Région Auvergne-Rhône-Alpes, who is one of the leaders at the European level. Steeped in innovation and entrepreneurship, Auvergne-Rhône-Alpes has always been at the forefront of all developments. It is also what drives us today to this ambition of placing ourselves at the forefront of the digital transformation:

- By equipping the region with the most efficient infrastructures in France, to make digital technology accessible to everyone and everywhere, thanks to substantial investments in very high speed networks and the resorption of areas without network,
- By allowing our small and medium businesses to accelerate their digital transformation, and all our companies to find the skills and talents that they lack today, thanks to new training programs of which the "Campus Région" in Confluence will become the showcase,

- By accompanying business owners with pioneering spirits, young entrepreneurs who take risks and start-ups with disruptive innovations, in order to bring out tomorrow's global leaders.

For the first time in its history, Auvergne-Rhône-Alpes has a holistic and ambitious vision, as well as an unprecedented budget that has been constantly progressing since the beginning of my mandate. Overall, more than 650 million euros will be invested by 2021.

How does an event such as The Web Conference 2018 fit into the Région's digital roadmap to become "the Silicon Valley of Europe"?

Here in Auvergne-Rhône-Alpes we have all the drive to make our region the European Silicon Valley –the most powerful incubator of innovation and talent in Europe and a performance model recognized worldwide.

This requires the excellence of our courses, such as the IDEX label of the Université de Lyon embodies, and the mobilization of our entire innovation ecosystem (competitiveness clusters, accelerators, incubators). Thanks to the "Campus Région", which opened in Lyon in September 2017, we are training new talents, tomorrow's digital creators, that our companies need.

I am very happy that the Région Auvergne-Rhône-Alpes is hosting The Web Conference for the second time. We are proud to be a partner of this extraordinary international event, whose originality has not diminished since its creation in 1994.

To gather scientists, industrialists and users is to promote a certain vision of digital technology, where technology is at the service of man, where the virtual is at the service of the real economy, where innovation also rhymes with transmission and research and entrepreneurship are inseparable. With The Web Conference and the many novelties of this 2018 edition, it is this path that has been initiated and I welcome it.

The Web Conference also fully participates in enhancing the international attractiveness of our territory. So to all those who are discovering our Région Auvergne-Rhône-Alpes on the occasion of this conference, I invite you to discover our great scientific and technological assets, our economic power and dynamism, our incomparable hospitality and art of living, and I encourage you to come and create with us, the world of tomorrow.

Eric Angelier, General Manager of Digital League

As the IT cluster of the Région Auvergne-Rhône-Alpes, how do you support the companies of the territory?

Digital League is the cluster of the IT sector in Auvergne-Rhône-Alpes. Our goal is to promote growth with 3 missions: to federate companies, schools and regional laboratories, to make them grow together and to shine at the national and international levels. To help them grow, we develop collective actions based on the 4 essential fields of business: strategy and finance, HR and training, sales and marketing, R&D and technology. We allow our members to gain skills, be more efficient in their work, develop their business and

visibility. By organizing them in a network, our members share good practices and enrich each other, they benefit from advice from our experts and enhance their performance.

How can an event like The Web Conference promote the exchange of good practices between entrepreneurs, schools, laboratories, investors and institutions?

The exchange of good practices is the DNA of a cluster. Visiting The Web Conference will enable our members to anticipate the future of the web, meet the leaders who are preparing the internet of tomorrow and have intercultural exchanges with experts from around the world. This will give a lot of energy to the participants, generate innovation ideas and business projects.

What are your expectations for this edition of The Web Conference 2018?

The week of April 23 to 27 will put Lyon at the heart of the global digital activity, a great way to showcase our region and our ecosystem. As an economic development cluster, we have high business expectations for our members and that is why we chose to organize the 3rd edition of our annual Digital Summ'R event on April 26th with The Web Conference. We will create a complete synergy between the international conference, Digital Summ'R's business workshops and the exhibition areas. Our goals: that our companies are visible to foreign companies and GAFAs, that they can meet their future partners and customers, but also establish rich collaborations with researchers to increase their innovativeness. We are expecting this event to further strengthen the momentum of our sector as it was the case in 2012.

COMMITTED PARTNERS ALONGSIDE LOCAL AUTHORITIES

In addition to the support of institutional partners, the co-organizers rely on the involvement and support of the ecosystem for the success of the conference.

Lyon French Tech

The Lyon French Tech association is the operational federation, communication and promotion platform of the digital ecosystem of the territory of the Lyon Metropolis. Its missions are:

- Acting as an entry point to guide project holders and start-ups and connecting them with the entire local, national and international French Tech ecosystem,
- Facilitating the local deployment of French Tech dynamics and programs (*bourse, pass, ticket, réseaux thématiques, diversité, visa*) by building on the pillars of the local ecosystem,
- Driving the momentum of value creation with the actors who develop digital innovation.

The association is mobilizing start-ups and the digital innovation sector as well as helping to promote the conference at the national level through the French Tech network.

W3C

The World Wide Web Consortium (W3C) is an international community where member organizations work with a group of partners to develop web standards. Led by the inventor of the web Tim Berners-Lee and Jeffrey Jaffe, its CEO, W3C's core business is developing protocols and guidelines that ensure long-term growth for the web. The W3C standards define the key elements of what makes the world wide web work.

The W3C participates each year in the conference, and organizes tracks dedicated to the standards for web technologies and their evolution.

Inria

Inria, the French Institute for Research in Computer Science and Automation, promotes scientific excellence in the service of technology transfer and society. Inria employs 2,400 people from some of the world's leading universities to tackle the challenges of computer science and mathematics. Inria is organized into "project teams" that bring together researchers with complementary skills around specific scientific projects. This open and agile model allows it to explore original paths with its industrial and academic partners. Inria thus meets the multidisciplinary and application challenges of the digital transformation. At the origin of many value-creating and job-creating innovations, Inria transfers its results and skills to companies (start-ups, SMEs and large groups) in areas such as health, transport, communication, security and protection of privacy, the smart city, the factory of the future, etc.

Inria is supporting the conference as a sponsor and by promoting the event nationally and internationally. Some of its best researchers are actively involved in organizing the conference.

RENATER

RENATER is a public interest group for the national electronic communications network for technology, education and research, which was formed in 1993. Its founding convention has evolved and which is now organized around a general assembly, administrative board and two CUB (Committee of Users and Needs) committees and the COTSS (Technical, Strategic and Scientific Advisory Committee).

RENATER is providing the internet connection to the national research network and is promoting the conference at the European level.

Imaginove

Imaginove cluster implements a specific and stated thematic positioning. Its goal is to use R&D as a tool for new uses and to federate all sectors related to digital creative content, from traditional sectors (cinema, video games, etc.) to sectors offering synergies (mobility, education). This requires a permanent renewal of the operational activity of the cluster.

With the main partners of the territory, the challenge is to help companies to reinforce their capacity for innovation in existing (traditional sectors) and emerging (partner sectors) markets.

Imaginove is participating in the mobilization of the local ecosystem around the conference and is planning to organize an event as part of WebCome Lyon – TheWebConf Off.

La Cuisine du Web

La Cuisine du Web is an independent association whose goal is to promote web and digital entrepreneurship in Lyon. It is defined as an action-tank to tangibly help companies and professionals in this sector. La Cuisine du Web relies on an active and comprehensive ecosystem: start-ups, investors, freelancers, SMEs and key big organizations in Lyon and its surroundings, representing around 9,000 employees of the sector.

La Cuisine du Web is mobilizing the local ecosystem around the conference and has included the annual event, BlendWebMix 2017, held last October, in WebCome Lyon – TheWebConf Off.

AN AMBITIOUS SCIENTIFIC PROGRAM

AN INTERNATIONAL CALL FOR CONTRIBUTIONS TO DECODE THE TRENDS

The Web Conference is first and foremost an event endorsed by multidisciplinary experts and with premier scientific topics. The process of selecting the contributions received is therefore highly regulated, through a committee of international scientific experts, whose mission is to analyze and judge the quality of all the full papers, under the direction of two Program Chairs. Mounia Lalmas, currently research director at Spotify (former research director at Yahoo) and Panagiotis G. Ipeirotis, professor at New York University, ensure the relevance and excellence of the selected contributions. As Dame Wendy Hall, President of the IW3C2 and Regius Professor of Computer Science at the University of Southampton, England, points out, *"the Web Conference is by far the most cited conference in web publications."*

In June, the call for contributions was launched for the research tracks and alternate tracks including:

- Health on the web,
- Intelligent and autonomous systems,
- Security and privacy on the web,
- User modelling, interaction and user experience,
- Web and society,
- Big web (previously a co-located conference),
- And web economics, monetization, and online markets.

This year, an exceptional number of submissions was received for the research tracks:

1,461 abstracts were submitted by 4,852 authors from 62 countries, resulting in more than 1,150 full papers (an increase of 60% compared to a regular edition).

This figure indicates a strong interest for the 2018 edition that can be explained by various factors. Europe is an economically and culturally attractive continent for participants. Moreover, the success of the WWW2012 conference in Lyon is no stranger to this response. Encouraged by the success of the event and the seriousness of the organization, the scientific community has extensively responded to the call for contributions. Finally, the quality and networks of the Program Chairs, as well as the larger number of tracks proposed, contributed to this increase in the number of submissions.

Currently, Program Chairs are reviewing the submitted full papers and will attribute them to the reviewers who will provide ratings and comments. A paper is read by different evaluators to cross opinions and get a fair feedback. According to the feedback of the reviewers, a decision will be made as to accept a submission or not.

The date of acceptance notifications for the research tracks is set for December 22, 2017.

LEADING INTERNATIONAL EXPERTS TO INSPIRE DISCUSSIONS

The first announced keynote speakers have been confirmed:

Luciano Floridi



Short bio

Luciano Floridi is Professor of Philosophy and Ethics of Information at the University of Oxford, where he directs the Digital Ethics Lab (DELab) of the Oxford Internet Institute. He is also Faculty Fellow of the Alan Turing Institute and Chair of its Data Ethics Research Group, and Chairman of the Ethics Advisory Board of the European Medical Information Framework. He sits on the EU's Ethics Advisory Group on Ethical Dimensions of Data Protection, on the Royal Society and British Academy Working Group on Data

Governance, and on Google Advisory Board on "the right to be forgotten". His areas of expertise include the philosophy of information, digital ethics, and the philosophy of technology. Among his recent books, all published by Oxford University Press: *The Fourth Revolution – How the infosphere is reshaping human reality* (2014), *The Ethics of Information* (2013), *The Philosophy of Information* (2011).

Subject: "The Good Web – some challenges and strategies to realise it"

"The web is polluted. Not very much. And certainly neither inevitably nor irreversibly. But enough to raise concerns. Disinformation (including fake news), intolerance, and extremisms of all sorts exploit some of the most cherished features of the web (accessibility, availability, openness, ease of communication, freedom of speech) to undermine its value and damage the foundations of the liberal societies that have created it. In this talk, I will analyze the more conceptual nature of the some of the challenges in question, and look at the potential strategies that may be adopted to cope with them successfully."

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Lorrie Faith Cranor



Short bio

Lorrie Faith Cranor is a Professor of Computer Science and of Engineering and Public Policy at Carnegie Mellon University where she is director of the CyLab Usable Privacy and Security Laboratory (CUPS). She is associate department head of the Engineering and Public Policy Department and co-director of the MSIT-Privacy Engineering master's program. In 2016 she served as Chief Technologist at the US Federal Trade Commission. She is also a co-founder of Wombat Security Technologies, Inc., a security awareness

training company. She is a fellow of the ACM and IEEE and a member of the ACM CHI Academy. She has authored over 150 research papers on online privacy, usable security, and other topics.

Subject: "Web Privacy and Security: The User Experience"

"Numerous web browser features, plugins, and industry efforts focus on improving web privacy and security for users. For example, the major web browsers offer tools designed to prevent tracking, reduce the amount of browsing information stored on a user's computer, generate and store strong passwords, and alert users to potential security problems. Industry organizations have created websites to allow users to opt-out of tracking by their members, and regulations in Europe and elsewhere require websites to post clear privacy notices before collecting personal data from users. However, despite an abundance of tools and rules, web security and privacy remains difficult for users to achieve. In this talk I will discuss empirical studies that provide insights into users' experiences with web privacy and security, including online and laboratory studies, and longitudinal studies of users' interactions with security and privacy tools."

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A RICH AND DIVERSIFIED PROGRAM

For the 2018 edition, the conference will have two co-located events on related themes and at the same venue: Web4All (W4A) – a conference on web accessibility; and Digital Health – a conference on web and health interactions.

"BIG 2018", a conference on big data and "Digital Summ'R", organized by the Digital League as well as the first European BtoB event dedicated to the performance and innovation of SMEs and midsize companies of the software & digital services sectors, will be integrated as tracks of the conference.

		Sun 22	Mon 23	Tue 24	Wed 25	Thu 26	Fri 27	Sat 28	
The Web Conference 2018 Program	Morning		Workshops & Tutorials		Plenaries & Scientific program			Hackathon	
			Lunch						
	Afternoon	Registration desk opening	Workshops & Tutorials		Plenaries & Scientific program				
The Web Conference 2018 Social Events				Posters Reception	Welcome Reception	Gala Dinner			
The Web Conference 2018 Exhibition				Showcasing, Socializing, Interacting, Experimenting, Exhibiting					
Colocated Events			W4A & BIG2018	W4A & Digital Health & BIG2018	Digital Health	Digital Summ'R & Digital Health			

Zoom on the Exhibition and Living Space

At the heart of the conference will be a space entirely devoted to exhibitors, which will allow the exhibitors, participants and partners to exchange, interact, recruit, experiment with all key actors and decision-makers of the web.

Around this central event that is The Web Conference 2018, from July 2017 to the end of 2018, economic, cultural, educational and social stakeholders are invited to propose related events for the “general public” that is interested in Web topics.

These events (conferences, debates, inaugurations, experiments, hackathon) existing or created for the occasion, will constitute the “OFFs” and will take place under the label “WebCome Lyon - TheWebConf Off”.

The challenge is to mobilize the regional web ecosystem around the dynamic created by the conference and reach a wide audience, thanks to communication means jointly deployed by The Web Conference and WebCome Lyon.

A NEW MOMENTUM FOR THE WEB CONFERENCE 2018

A LOOK BACK AT AN EVENT THAT IS AT THE HEART OF MAJOR WEB ANNOUNCEMENTS

The International World Wide Web Conference Committee (IW3C2), created in August 1994 in Geneva, is a professional organization that promotes research and development around the web by organizing and supporting world-class international conferences.

The International World Wide Web Conference (WWW) was the first annual scientific conference, not just historically but also in terms of the value of the research presented, that focused on a global approach to the web.

WWW was initiated in 1990 by CERN computer scientist Tim Berners-Lee, at a time when the "web" was designed to meet the need for information sharing between scientists working in different universities and institutions around the world. The initial idea was to combine personal computer technologies, computer networks and hypertext into a powerful, easy-to-use global information system.

Since its first edition (WWW1 was held at CERN in Switzerland in 1994), The Web Conference has seen a great deal of research transform into important projects and solutions:

- In 1998, Sergei Brin and Larry Page presented the PageRank algorithm; they created the Google search engine from this code idea a few months later,
- In 2000, Andrei Broder and his fellow researchers presented a scientific publication on the "graphic structure in the web": it aims to improve many search and indexing algorithms for web search,
- In 2001, Badrul Sarwar and his fellow researchers proposed a new type of recommendation algorithm that is now embedded in many social networks and other everyday tools.

Since then, the event has continued to evolve and increasingly brings together experts, at the annual conference alternately organized in Europe, Asia and the American continent (the 2017 edition took place in Perth, Australia). The goal remains unchanged: reviewing the state of the art and summarizing the results of ongoing international scientific research, thus promoting exchanges between leading web experts in order to build the future of the web and discuss its impacts on society.

OPENING UP THE CONFERENCE TO A WIDER AUDIENCE

The goal for The Web Conference for the 2018 edition, and those that will follow, is to continue to develop this conference worldwide, all the while opening it up to a wider audience by building on the scientific heart of the event. Today, a lot of conferences have emerged on the subject of the web, but they are often not accessible either due to high costs, specialized content or are just transient. The Université de Lyon and the IW3C2 are therefore striving to recreate a dynamic with The Web Conference starting from 2018 by opening it to wider audience, who is interested and has a minimum knowledge of the digital world, computing and IT. The goal is also to bring the world of research and digital key players together so that they can exchange and collaborate.

Based on Moore's law that computer power will double every 18 months or so, today's computer technologies are changing faster and faster: what was impossible in 2000 is possible today...and will be obsolete tomorrow. The user is therefore directly concerned by these advances and, by extension, more and more questions are being asked about future issues, for example on the evolution of AI and the impacts that this will have on our daily lives.

Teenagers at the heart of the web: a hackathon/teen on the theme "Our planet"!

On the Saturday following The Web Conference is programmed a hackathon/hackateen open to all. Teams of 2 to 8 adults and teenagers will be invited to write an online game or a demo on the theme: "Our planet".

The game/demo can be very basic, it can be a strategy, an action or a quiz-based game, single or multi player, or even zero player in case of a demo. It can use abstract graphics or sprites (animated series of images), hi-res graphics or adopt a pixelated retro gaming look, such as old space invader like game, or the game/demo can be text based.

[Visit our dedicated page for more information](#)

ONE BRAND FOR ALL FUTURE EDITIONS: THE WEB CONFERENCE

“Over the last twenty, thirty years, many conferences have emerged that are talking about the impact of the web...But we want people to know that our conference is The Web Conference where the latest in the technologies are presented” says Dame Wendy Hall, President of the IW3C2.

For the 2018 edition, the IW3C2 who manages the conferences cycle has ambitious goals: to position The Web Conference as the reference amongst web conferences. This translates most notably in a change of brand: The International World Wide Web Conference becomes The Web Conference. Henceforth, this identity, accompanied by a new logo, will be available on all communication mediums and it is the conference series that will take precedence over each edition, like the Olympic Games, which change sites but still remain under the Olympics title, thus capitalizing on the brand, partners, audiences and influencers.

The social media accounts of the event, Facebook, Twitter and the hashtag will therefore be [@TheWebConf](#) and [#TheWebConf](#), a change from [@www2012](#) or [@www2018](#) as was done before.

This change of brand will also be accompanied by a new and ambitious motto: “Let’s Build the Web of Tomorrow”.

There are several stakes for this change of identity:

- Strengthening the international profile of The Web Conference,
- Capitalizing on the same shared identity over the years,
- Bringing the community together around a strong and shared brand,
- Consolidating the scientific base to bring together all the ecosystems around the web: research, politics, IT, economic sector, etc.

[More about The Web Conference 2018 logo](#)

PARTNERS AND SPONSORS

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PRESS CONTACT

Université de Lyon

92, rue Pasteur
69007 Lyon
France

Cécile Cassin,
Communications Director
cecile.cassin@universite-lyon.fr

Plus2Sens

104, rue Tronchet
69006 Lyon
France

+33 (0)4 37 24 02 58
@Plus2sens

Claire-Marie Signouret
clairemarie@plus2sens.com – +33(0)6 14 61 82 95

Mylène Gachon
mylene@plus2sens.com – +33 (0)6 03 29 21 98

Université de Lyon

**92, rue Pasteur – CS30122
69361 Lyon Cedex 07
France**

**Tél. +33 (0)4 37 37 26 70
Fax. +33 (0)4 37 37 26 71**

**www.universite-lyon.fr
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