



WWW 2015

FLORENCE, ITALY

24th International World Wide Web Conference

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1st WWW TEST OF TIME AWARD

For the first time, during the Conference, the WWW Test of Time Award will be bestowed on a scientific paper of the past, published at least 10 years ago, that has deeply influenced web development and whose contents continue to have a resounding and beneficial contribution today.

WWW KEYNOTE SPEAKERS

Andrei Broder: "How good was our crystal ball? A personal perspective and retrospective on favorite Web research topics"
 Andrei is a Google Distinguished Scientist. From 2005 to 2012 he was a Fellow and VP for Computational Advertising at Yahoo!. Previous positions include Distinguished Engineer at IBM and VP for Research and Chief Scientist at AltaVista. He was graduated Summa cum Laude from Technion and obtained his M.Sc. and Ph.D. in Computer Science at Stanford under Don Knuth. Broder has authored more than a hundred papers and was awarded forty nine. US patents. His current research interests are centered on user understanding, computational advertising, context-driven information supply, and randomized algorithms. He is a member of the US National Academy of Engineering and a Fellow of ACM and of IEEE. Other honors include the ACM Paris Kanellakis Theory and Practice Award and a Honoris Causa doctorate from Technion. Broder is a co-winner of the Best Paper award at WWW'97 (for his work on near-duplicate page detection) and at WWW'00 (for his work on mapping the web). Florence will be his 19th WWW conference.

Deborah Estrin: "What we could do with access to our small data?"
 Deborah (PhD, MIT (1985); BS, UCB (1980)) is a Professor of Computer Science at Cornell Tech in New York City where she has founded the Jacobs Institute's HealthTech Hub. Her small data lab focuses on mobile health and small data, leveraging the pervasiveness of mobile devices and digital interactions for health and life management (TEDMED). Estrin co-founded the non-profit startup, Open mHealth, and was the founding director of the NSF-funded Science and Technology Center for Embedded Networked Sensing (CENS) at UCLA (2002-12). Her awards include: ACM Athena Lecturer (2006) and Anita Borg Institute's Women of Vision Award for Innovation (2007), and elected membership to the American Academy of Arts and Sciences (2007) and National Academy of Engineering (2009).

Jeanette Hoffman: "Dilemmas of digitization"
 Jeanette is a political scientist with a focus on Internet governance. She heads a research group on internet policy at the Berlin Social Science Center, she is co-director of the Humboldt Institute for Internet and Society and professor for Internet policy at the Berlin University of the Arts. Current research interests include multi-stakeholder processes and the role of technical, legal and social norms in Internet regulation. In addition to her academic work, Jeanette has been involved in various transnational processes such as the UN World Summit on the Information Society, the Internet Governance Forum, as a co-chair in the NetMundial conference, and, as an expert member, in the committee of inquiry of the German Parliament "Internet and Digital Society".

KEYNOTE SPEAKERS OF CO-LOCATED EVENTS

ENTREPRENEURS TRACK (ET)

Register at [Entrepreneurs Track](#) [CLICK HERE](#)

Yossi Matias
 Yossi Matias is Vice President, Engineering, at Google and the Managing Director of Google's R&D Center in Israel which he established. He is also the founding exec lead of Google's Campus Tel Aviv. Yossi has years of experience as a computer scientist, entrepreneur and executive. He has been on the Computer Science faculty at Tel Aviv University, and previously a Research Scientist at Bell Labs and visiting professor at Stanford. He published over 100 papers and is the inventor of over 30 patents. He pioneered some of the early technologies for the effective analysis of big data, internet privacy, and contextual search. Yossi is a recipient of the Godel Prize and is an ACM Fellow for contributions to analysis of big data.

Bill Coughran
 Partner at Sequoia Capital, known for his leadership of innovative teams, Bill works as an insightful coach to founders to help them build spectacular engineering-centric organizations. Bill was Senior Vice President of Engineering at Google, on the executive committee, and advisor to the founders and Eric Schmidt. Bill's far-ranging activities at Google included Chrome (client software), YouTube (video), maps (complex data integration), google.com (search), underlying infrastructure systems (BigTable, GFS, MapReduce), and security (malware detection, SSL improvements). While Bill was at Google, its engineering organization grew from a couple of hundred to more than 10,000 across North America, Asia, Europe, and Latin America. Before Google, Bill was founder & CEO of Entrisphere (ERIC). Earlier, he was Vice President of Bell Labs' Computing Sciences Research Center where C, C++, Unix, Plan 9, and Inferno were created.

David Rose
 David, one of the world's leading super angel investors, has been called by Forbes "New York's Archangel" and by Red Herring as "patriarch of Silicon Alley". He has personally invested in over 100 startups with exits to Google, Facebook, Amazon, Intel and others. As an entrepreneurial executive himself, he is the founder and CEO of Gust, which operates the world's largest online platform and community for entrepreneurs and early stage investors. David is also Managing Director of Rose Tech Ventures; Founder and Chairman Emeritus of New York Angels; and Founding Track Chair for Finance and Entrepreneurship at Singularity University. David is Chairman of Board of Social Bicycles, Waywire.com, Miner and Por ti, Famila, serves as a director of KoolSpan; TekServe and the NY Tech Meetup, and is an active early stage investor in companies including LearnVest, RealtyMogul, Space Adventures, and Moven. David is well known in the business startup community for discovering and mentoring high-potential entrepreneurs, and has been profiled by BusinessWeek as "The Pitch Coach" for his ability to help CEOs perfect their fundraising skills. He lectures at business schools including Yale, Harvard, Columbia, Pace, and Stevens, and was named Mentor of the Year by NYU's Stern School of Business.

THE MICROSOFT MALWARE CLASSIFICATION CHALLENGE

The Microsoft Malware Classification Challenge is to be held during BIG2015, a co-located event. The first prize is 12,000 dollars. One of the major challenges that anti-malware faces today is the vast amounts of data and files which need to be evaluated for potential malicious intent. Microsoft's real-time detection anti-malware products are present on over 160M computers worldwide and inspect over 700M computers monthly. This generates tens of millions of daily data points to be analyzed as potential malware. In order to evade detection, malware authors introduce polymorphism to the malicious components. This means that malicious files belonging to the same malware "family", with the same forms of malicious behavior, are constantly modified and/or obfuscated using various tactics, such that they look like many different files. In order to be effective in analyzing and classifying such large amounts of files, we need to be able to group them into groups and identify their respective families. For this challenge, Microsoft is providing the data science community with an unprecedented malware dataset and encouraging open-source progress on effective techniques for grouping variants of malware files into their respective families.

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Acknowledgments

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