

For Immediate Release:

June 9, 2006

***Annual personal video festival draws countless works from all over the world***  
**Seeking Entries for TVF 2007, the 29th Tokyo Video Festival**  
***Open to everyone! Pros, amateurs, people of all nationalities and ages are invited to participate!***

Victor Company of Japan, Limited (JVC) is pleased to announce that the 29th Tokyo Video Festival (TVF 2007), JVC's annual festival of video creations from all over the world, will begin accepting entries for the festival on Saturday, June 10, 2006. The entry deadline is Saturday, September 30. An awards ceremony, where the selected videos will be announced, is scheduled for February 2007.

The Tokyo Video Festival has been held annually since 1978. The 2007 event will mark the 29th year of this international personal video festival. By holding an event that extends beyond countries and regional borders and invites the participation of the general public — amateurs as well as pros — JVC hopes to promote video software development and international exchange.

Last year's festival received 2,291 video entries (910 from Japan, 1,381 from overseas) from 35 countries and regions worldwide. Entries were received from people ranging in age from youth to seniors, and included such works as home videos featuring aspects of everyday life, documentaries, reportage, dramas, and animated features made using digital technologies. The trend of an above-average number of entries is expected to continue this year.

### TVF 2007 Application Guideline

**1. Entry Date and Deadline:**

From June 10, 2006 to September 30, 2006

**2. Entry Requirements:**

Video compositions must be produced with a video camcorder in mini DV, VHS, S-VHS, D-VHS, and DVD-R, and be no longer than 20 minutes.

**3. Themes & Subjects:**

Any subject matter is acceptable.

**4. Judges:**

Nobuhiko Obayashi (Film Director)  
Hakudo Kobayashi (Video Artist and Professor of Seian University of Art and Design)  
Hiroaki Sato (Video Artist and a teacher of Nippon Engineering College)  
Makoto Shiina (Novelist)  
Isao Takahata (Animation Film Director)  
Susumu Hani (Film Director)  
Masanori Kitami (JVC)



The poster seeking entries for TVF 2007

**5. Awards & Prizes:**

Video Grand Prize (1 work)	500,000 yen (including prize money for the Excellence Awards). JVC hard disk camcorder "Everio", trophy, certificate, a round-trip to Japan for award ceremony (1 person)
JVC Grand Prize (1 work)	400,000 yen (including prize money for the Excellence Awards). JVC hard disk camcorder "Everio", trophy, certificate, a round-trip to Japan for award ceremony (1 person)
Excellence Awards (approx. 30 works)	100,000 yen, plaque, and certificate
Special Awards (approx. 70 works)	Plaque and certificate

\*Winners of the Video Grand Prize and the JVC Grand Prize will be selected among the Excellence Awards winners.

People's Awards (3 works)	Plaque
---------------------------	--------

\*Excellence Awards winners automatically become candidates for the "People's Awards" determined by votes from the general public at our web site.

**6. Awards Announcement:**

Awards winners will be announced and presented with their awards in February 2007.

**7. For Inquiry and to Where the Entries Submitted:**

Tokyo Video Festival Office, Victor Company of Japan, Limited  
Victor Building 3F, 1-7-1 Shinbashi, Minato-ku, Tokyo 105-0004, Japan  
Tel: 81-(0) 3-3289-2815  
Fax: 81-(0) 3-3289-2819

Web Sites of the Tokyo Video Festival  
<http://www.jvc.co.jp/english/tvf/>

# # #

For further **press** information, please contact:  
Toshiya Ogata, Senior Staff Manager or  
Akiko Sakakibara, Manager  
Public Relations Office  
Corporate Communications Department  
Victor Company of Japan, Limited (JVC)  
Tel: +81-(0)45-450-2951, 2952  
Fax: +81-(0)45-450-2959  
E-mail: [ogata-toshiya@jvc-victor.jp](mailto:ogata-toshiya@jvc-victor.jp)  
[sakakibara-akiko@jvc-victor.jp](mailto:sakakibara-akiko@jvc-victor.jp)  
URL: <http://www.jvc.co.jp/english>

For **general** information, please contact:  
Akihito Nakakuki, Assistant Manager  
Tokyo Video Festival Office  
AV and Multimedia Company  
Victor Company of Japan, Limited (JVC)  
Tel: +81-(0) 3-3289-2815  
Fax: +81-(0) 3-3289-2819  
E-mail: [nakakuki-akihito@jvc-victor.jp](mailto:nakakuki-akihito@jvc-victor.jp)

## **Attachment:**

### **About the JVC Tokyo Video Festival**

The JVC Tokyo Video Festival is an international personal video festival, which we have held annually since 1978. It is based on the concept of a “home video festival for everyone to participate in,” with the aim of enhancing video culture by promoting content creation and providing expanded opportunities to screen video works. Since the first festival in 1978, the JVC Tokyo Video Festival has received more than 44,000 home video works from 90 countries and regions. Video submissions have continually reflected the lifestyles of their times, while expanding the possibilities of video expression. Subject matter has included documentation of events occurring in people’s personal lives and matters of interest or inspiration, along with works that explore personal thoughts and opinions about social trends.

With the increased pervasiveness of broadband and IT, video has begun to fulfil its role as a personal media format distinct from conventional mass media such as television and film. Video enables diverse forms of expression including private records of personal and family events, as well as works that document modern changes filtered through a personal lens or convey personal messages about social phenomena.

The goal of the JVC Tokyo Video Festival is to cement video’s status as a new force to spark discussion among a wider audience and forge social and personal ties through works that express the sentiments of videomakers. The primary criteria of the Festival are not based on thematic strength, artistic quality or technical superiority.

### **Recent Interest in the Tokyo Video Festival**

In recent years, JVC has received a greater number of entries from young people in their teens and twenties, especially students who are interested in getting into the video industry. These now make up about 50% of the total. Women have made an especially strong showing in this event, with a Japanese woman aged 24 winning the Video Grand Prize at the 27<sup>th</sup> and a Japanese woman aged 23 winning the Video Grand Prize at the last festival.

Active participation from Asia has been evident among the overseas entries, and many outstanding works have been received from that region. The number of entries is expected to increase as household video cameras come into more widespread use.

Works entered span a wide range of themes and genres, including documentary works depicting events in people’s everyday lives, journalistic works showing the videographer’s unique perspective on society, highly individualistic dramatic works, and artistic and animated works featuring sophisticated technical and artistic images.

### **Other Activities Related to TVF 2007**

#### **1. TVF Seminars to be Held in 10 Cities Nationwide in Japan**

The JVC Tokyo Video Festival is sponsoring a nationwide seminar series aimed at providing aspiring video creators with information on videomaking and expressive technique. The seminar series is open to all interested individuals including amateur video enthusiasts. Seminars will feature screenings of previous winning submissions. Members of the TVF Judges Committee will be on hand to provide commentary on screened works and to provide instruction and advice on videomaking.

#### **2. JVC Video in Education Workshops**

This series of seminars is designed to promote the use of video as a tool for enhancing communication and expression in educational and school settings. The workshops are

aimed at individuals involved in audio-visual education and ICT (Information & Communication Technology) education.

### 3. Vitalization of Local Communities

The JVC Tokyo Video Festival is promoting initiatives aimed at invigorating unique local communities through the exploration of subjects such as nature conservation, environmental destruction and the continuation of cultural traditions. The Festival will promote these initiatives in partnership with a wide range of organizations including regional video festivals across the country, as well as Internet broadcast stations, local TV stations, and cable television stations.

# # #