



The Perfect Experience

PRESS Release

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For Immediate Release:

June 21, 2007

TVF 2008 Seeks Entries for the 30th Annual Tokyo Video Festival

Open to Everyone!

***TVF 2008 Invites People of All Nationalities, All Ages, Men and Women,
Pro and Amateur to Participate!***

The world's biggest international video contest celebrates its 30th anniversary

Sponsored by Victor Company of Japan, Ltd., Supported by the City of Yokohama

Victor Company of Japan, Limited (JVC) is pleased to announce the 30th Tokyo Video Festival, TVF 2008, supported by City of Yokohama. The world's biggest international video festival contest, TVF 2008 will begin accepting entries for the festival from all countries and regions throughout the world on Thursday, June 21, 2007.

The closing date for entry is Sunday, September 30. Entries will be evaluated by a panel of six judges including film director Nobuhiko Obayashi and novelist Makoto Shiina. The 100 selected winning entries will be announced in January 2008.

Excellence Award winners will be given their awards and the Grand Prize winning entries will be announced at the Announcement and Awards Ceremony to be held in March 2008 in City of Yokohama.

A World-Wide International Video Contest "for Everyone to Participate In"

JVC has held the TVF international personal video festival annually since 1978 as an "open event for everyone to participate in", inviting people from all around the world of all ages, men and women, both pro and amateur to participate. TVF aims to "explore the possibilities in visual expression using video" and to "promote exchange between the cultures of the world through images."

Last year's festival received an all-time record of 3,491 video entries, including 841 from Japan and 2,650 from 55 countries and regions worldwide. Approximately 48,000 home video works from about 90 countries and regions have been submitted since the first festival in 1978.



**The poster seeking
entries for TVF 2008**

TVF: Evolving with the Changing Times over 30 Years

The environment surrounding TVF has changed enormously over the past 30 years.

Television, a symbol of mass entertainment, has gone from being only in the living room with the main TV set, to having second, third and more TV sets in the private rooms of each family member.

30 years ago video cameras weighed up to 13kg including a separate recording device. They evolved through reduction in size and weight to today's video cameras weighing just around 500g.

Video recording has switched from analog to digital. With the mass popularization of personal computers, video editing has also become non-linear.

30 years ago fewer than 5% of households even owned a video cassette recorder. Now they are standard features in homes and there has also been a shift from video tape to the eras of DVD and Hard Disk Drive Storage.

The Internet rapidly gained popularity in the 1990's. There are now approximately 88 million Internet users in Japan, as estimated in the Communications Usage Trend Survey in 2006, announced by Ministry of Internal Affairs and Communications on May 25, 2007.

We are now entering the Web 2.0 era in which opportunities are expanding for individual people to transmit information to the world through blogs and other means. It has become an era of two-way communication, and video messages are now sent to the Internet as video files.

Most of all, people who only watched television station broadcasts have transformed into expressive people who use their video cameras to record images they created themselves, communicating messages, and producing dramas.

Against the background of this new age TVF has consistently explored the possibilities of video as a means for individual people to transmit information and communicate.



The picture shows all the winners of TVF 2007

TVF 2008 Application Guideline

1. Entry Date and Deadline:

From June 21, 2007 to September 30, 2007

2. Entry Requirements:

Video compositions must be produced with a video camcorder, and supplied on mini DV, VHS, S-VHS, D-VHS, DVD-R and Blu-ray, 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 at Seian University of Art and Design)
- Hiroaki Sato (Video Artist and a teacher at Nippon Engineering College)
- Makoto Shiina (Novelist)
- Isao Takahata (Animation Film Director)
- Susumu Hani (Film Director)

5. Awards & Prizes:

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| Video Grand Prize (1 work) (Grand Prize) | 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) (Semi-Grand Prize) | 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 |
| Selected works (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.

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

*Excellence Award and Selected work winners (approx. 100 works) automatically become candidates for the "People's Awards" determined by votes from the general public at our web site.

6. Awards Announcement:

Excellence Grand prize Award winners will be announced and presented with their awards in March 2008.

7. Address for Inquiry and Submitting Entries:

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

For further details and JVC affiliated offices accepting entries around the world, please visit the Tokyo Video Festival web site:
www.jvc.jp/english/tvf/

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For further **press** information, please contact:

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For **general** information, please contact:

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Attachment:

About TVF (the JVC Tokyo Video Festival)

TVF is the world largest international video contest, annually hosted by JVC since 1978. The number of video works submitted up to TVF 2007 counts as many as 48,000. TVF's purpose is to increase possibilities for sending messages and free expression through video works, as well as to popularize video culture that is close to society and people's personal lives.

The festival is open to individuals and groups of any nationality, age and sex, including both professionals and amateurs. Video compositions must be produced with a video camera. Playback time must not exceed 20 minutes. Any subject matter is acceptable.

The Announcement and Awards Ceremony for TVF 2007, last year's festival, was held for the first time in City of Yokohama. Yokohama promotes itself as "a city of film culture" and supported the ceremony. TVF will continue to deepen its partnership with Yokohama and will promote social contribution activities utilizing video.

Recent TVF Trends

Young people in their teens and twenties, especially students, now make up about 50-60% of the total entries. Furthermore, Japanese women in their 20s have won a Video Grand Prize at each of the last three festivals. At last year's festival, as a special exception, three works were awarded the Video Grand Prize. One of these winners was a Japanese woman aged 23.

International entries, particularly from Asia, have been particularly active. Most notable were the 1,602 entries from China for last year's festival, approximately four times the number received the year before. It must reflect the more widespread use of household video cameras and expanding opportunities for self-expression.

Documentaries or dramatic works made up most of the works entered, at about 60-70% of the total. There were a particularly large number of documentaries on themes such as "my family and I" or "my community and I" that examined highly personal situations from the involved parties' perspectives. A wide variety of dramatic works were submitted, ranging from serious works and human dramas to comedy. Artistic works conjuring up the distinctive world view of video artists and animated works making skillful use of all kinds of technologies and means of expression from digital to analog were also submitted.

Other Activities Related to TVF 2008

1. TVF Seminars to be Held

The JVC Tokyo Video Festival sponsors a nationwide seminar series to provide aspiring video creators with information on video-making 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 video-making.

2. Utilizing the TVF Video Archive to Hold the TVF Citizen's Video Forum and the TVF Citizen's Video Workshop

As part of our social contribution activities utilizing the enormous video archive TVF built up over the approximately 30 year TVF history, we will hold the TVF Citizen's Video Forum - a talk session receiving journalists and media representatives as guests, and the TVF Citizen's Video Workshop - a seminar in which participants can learn techniques for creating video works.

3. JVC Video in Education Workshops

This series of seminars promotes the use of video as a tool for enhancing communication and expression in educational and school settings. The workshops target individuals involved in audio-visual education and Information & Communication Technology (ICT) education.

4. Vitalization of Local Communities

The JVC Tokyo Video Festival promotes initiatives to invigorate unique local communities through by exploring subjects such as nature conservation, environmental destruction and the continuation of cultural traditions. The Festival promotes 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.

As part of these efforts, TVF plans to hold the Takigashira Video Festival in cooperation with the City of Yokohama. This festival will be held in Yokohama's Takigashira neighborhood to encourage children's healthy development and the establishment of local communities through the creation of video works by people working together from the local area, schools, and homes.

The World-Wide TVF Network

TVF is co-sponsoring, partnering, and providing other forms of cooperation with regional and local video events held in countries around the world.

[Jointly-Hosted Events]

- Ashibetsu Furusato Video Grand Prize (Hokkaido, Japan)
- Shonan Video Festival (Kanagawa, Japan)
- Ehime Video Festival (Ehime, Japan)
- The One Minutes Jr.* (Europe)

* Jointly-Hosted and Video Work Partnership

[Video Works Partnership Events]

- NIPPON CONNECTION (Germany)
- Seino Video Festival (Gifu, Japan)
- HONG KONG ASIAN FILM FESTIVAL (Hong Kong)

[Events Co-Sponsored with JVC's Local Affiliates Overseas]

- Digital Movie Contest (JVC Sales & Service (Thailand) Co. Ltd.)
- JVC Video Festival (JVC (China) Investment Co., Ltd.)

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