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| Official Announcement of the  「2025 APEC K-Culture × AI Video GLOBAL CONTEST」 |

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| In conjunction with APEC, the Korea Creative Content Agency (KOCCA)  and the National IT Industry Promotion Agency (NIPA) are hosting the  「2025 APEC AI Video Content Contest」 to promote a sustainable future  through the convergence of Korean culture and artificial intelligence.  We warmly invite your interest and participation in the **「2025 APEC AI Video Content Contest.」** |

1. Contest Categories

**ㅇ** We are holding a video contest open to the general public and others, inviting AI-powered content submissions in the following two categories:

① General Video Content (e.g., media art etc.)

② K-POP Style Music Video

2. Awards and Benefits

**ㅇ Total Awards**: 16 winning entries,

**ㅇ Total Prize: KRW 60,000,000**

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| **Category** | **Prize Amount**  **(per entry)** | **Number of Selected Entries** | **Awarding Authority** |
| General Video Content | KRW 10,000,000 | 1 entry | Ministry of Culture, Sports and Tourism Award |
| KRW 5,000,000 | 2 entries | President of Korea Creative Content Agency (KOCCA) Award , President of National IT Industry Promotion Agency (NIPA) Award |
| KRW 2,000,000 | 5 entries | - |
| K-POP Style Music Video | KRW 10,000,000 | 1 entry | Ministry of Science and ICT Award |
| KRW 5,000,000 | 2 entries | President of Korea Creative Content Agency (KOCCA) Award , President of National IT Industry Promotion Agency (NIPA) Award |
| KRW 2,000,000 | 5 entries | - |
| Total | | Up to 16 entries |  |

※ In the event of disqualification or unavoidable circumstances leading to cancellation, the next highest-ranked project may be selected as a replacement.

※ The final number of selected entries may be adjusted by category.

**ㅇ Support for Korean AI Tool License Fees (led by the National IT Industry Promotion Agency)**

- License fee support will be provided on a first-come, first-served basis for

those who use Korean generative AI services in contest content production.

·Post-contest support will be provided to early applicants who

submit valid proof of using Korean AI platform services (e.g.

CARAT, DeepBrain AI).

※ Applicable to domestic generative AI solutions for video, voice, and

music production.

·Credit support of up to KRW 100,000 per person will be provided to

the first 500 contest applicants

３. Eligibility

**ㅇ Eligibility**: Open to all creators aged 18 or older (international applicants eligible)

- Submissions may be made individually or as a team of up to four members (including the team leader)

- In the case of team submissions, all rights to the submitted work must be collectively held by the team.

**ㅇ Application Requirements**

- Participants must submit a video that includes both a contest theme

and contest details.

- Meaningful use of AI is required in content production, and relevant

proof must be submitted.

**ㅇ Contest Theme**: Creating a sustainable tomorrow through a fresh perspective on Korean culture

**ㅇ Contest Details:**

A entry that modernly reinterprets the core values of APEC in connection with Korea’s unique culture

- Core Values of APEC : connect, innovate, prosper

- Examples of Korean Culture :

Traditional legends and historical narratives from the Silla Dynasty ,

Cultural heritage sites of Gyeongju, Hangeul (Korean alphabet),

Traditional folk games and customs and etc.

**ㅇ Submission Specifications**

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| ※ Video Submission Specifications  - Categories  ·Category 1: Video Content (e.g., media art, etc.)  ·Category 2: K-POP Style Music Video  - Video Duration  ·Category 1(Video Content) : within 5 minutes (minimum 2 minutes)  ·Category 2 (K-POP Style Music Video) : Within 3 minutes (minimum 1 minute 30 seconds)  - File Format & Resolution: MP4 file, Full HD (1920×1080) or higher resolution, 16:10 aspect ratio  - Production Method: Participants are free to produce video content using AI, based on the given theme.  \* Meaningful use of AI is mandatory, and relevant proof must be submitted |

**ㅇ Restrictions and Conditions**

* Entries that have won awards in other contests are not eligible for submission.
* Each participant (individual or team) may submit only one work and may not apply for multiple categories or as part of multiple teams.
* Content that violates public decency or social norms may be excluded from evaluation.
* Participants are fully responsible for any copyright infringement issues. In case of disputes, awards may be revoked retroactively.

4. Application & Submission

**ㅇ Submission Period**: September 1 (Mon) – September 22 (Mon), 2025, by 11:00 AM (KST)

\* Submissions will not be accepted outside of the designated period. Please strictly adhere to

the deadline.

**ㅇ Required Submission Materials**: Contest Application Form, Detailed Project

Plan, Final Video (Main Content), Other Supporting Documents

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| **Submission Documents** | | |  | **Notes** |
| ☞ Please compress all required documents listed below into a single file and upload it.  **※ Compressed File Name Format: (Video/Music Video) Applicant Name or Team Name.ZIP**  **(Max. 50MB)** ex) (Video) KOKA.ZIP | | | | |
| **Required**  **Documents** | **Folder 1** | 1-1. Contest Application Form [Form 1] | HWP(DOC)  PDF | Designated Form Requirements  \* A signed and sealed PDF cover page is required.  Please submit the file in either HWP or DOC format (choose one). |
| 1-2. Video Proposal [Form 2] | HWP(DOC) | Designated Form  Please submit the document using the designated form in either HWP or DOC format  (choose one). |
| 1-3. Consent Form for the Collection, Use, and Provision of Personal Information [Form 3] | PDF | Designated Form  \* A signed and sealed PDF cover page is required. |
| **1-4. Original Content Link** | **TXT** | **Submissions will be disqualified from evaluation if the content link is inaccessible or cannot be played during the submission or evaluation period.** |
| 1-5. Direct Participants and Stakeholders List [Form 4] | XLS | Designated Form  \* only by those who pass the first preliminary evaluation. |
| 1-6. Proof of AI Utilization (e.g., screenshots, videos, etc.) | ZIP | Compress and submit the supporting material files |
| **Optional Documents**  (\*Only if you wish to submit) | **Folder 2** | Co-Copyright Holder Consent Form  **(\*Required if there are multiple copyright holders)** | free | Free Format  \* Please number the submitted optional documents according to their submission order (2–n). |
| Storyboard, Reference Images, etc. |
| Additional Materials  (\*e.g., materials that help the judges understand the proposed project) |

※ Only submissions completed and sent (including file upload) by the deadline,

based on the email server timestamp, will be accepted.

※ The [ Direct Participants and Stakeholders List] must be submitted only by

those who pass the first preliminary evaluation.

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| **< How to Submit Your Entry >**  ① Korea Creative Content Agency (KOCCA) Official Website (<http://www.kocca.kr>), National IT Industry Promotion Agency (NIPA) Official Website ([http://www.nipa.kr](http://www.kocca.kr)), Official Contest Website (<http://www.2025aicontest.com)>  ② **<2025 APEC K-Culture × AI Video GLOBAL CONTEST>** Download and complete the attached submission forms  ③ Upload your submission files as a single compressed ZIP file to the submission email listed at the bottom of the announcement:  **<2025aicontest@gmail.com>**  ※ Submission result checking process will be announced later. |

**[Important Notice] Submissions will only be accepted if received before the deadline,**

**based on the email receipt timestamp. Due to the possibility of network congestion or**

**email transmission errors near the deadline, we strongly recommend submitting your**

**entry in advance.**

**Please note that late submissions caused by connection issues or email errors will not be accepted under any circumstances.**

5. Evaluation Process

**ㅇ** Evaluation Process: Winners will be selected based on the total score through a two-stage evaluation process:

① Preliminary Evaluation (Document Review)

② Final Evaluation (Presentation Review)

Entries will be awarded in order of highest scores.

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| **Announcement & Submission** | **⇨** | **Preliminary Evaluation** | **⇨** | **Final Evaluation** | **⇨** | **Announcement**  **of Results** |
| Online Submission  (via Email) | **Document Review**  Twice the number of final awardees will be shortlisted for the final evaluation.  \*Passing Score:  70 points or higher | **Presentation Review**  Selection of Final  and Reserve Entries  \* Passing Score:  70 points or higher | Notice on the Website  and Individual Notification |

**ㅇ** Evaluation Criteria

- Preliminary Evaluation (Document Review)

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| **Category** | **Description** | **Reference Materials** | **Score** |
| **Relevance to Theme (25)** | Assessment of alignment with the sub-theme | Final work file, project description, etc. | 25 |
| **Originality of Content (20)** | Originality of Expression and Presentation Format | Final work file, project description, etc. | 20 |
| **Utilization of AI (25)** | Creative use of generative AI tools | AI usage proof, final work file, project description, etc. | 25 |
| **Completeness of Planning (30)** | Quality of content development planning  (e.g., subject matter, character, storyline, etc.) | Final work file, project description, etc. | 30 |

- Final Evaluation (Presentation Review)

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| **Category** | **Description** | **Reference Materials** | **Score** |
| **Relevance to Theme (25)** | Assessment of alignment with the sub-theme | Final work file, project description, etc. | 25 |
| **Originality of Content (20)** | Originality of Expression and Presentation Format | Final work file, project description, etc. | 25 |
| **Innovative Use of AI (20)** | Evaluation of Results Based on the Strategic Use of AI Technology | AI usage proof, final work file, project description, etc. | 20 |
| **Completeness of the Work (30)** | Overall Completeness and Aesthetic Quality of the Work | Final work file, project description, etc. | 30 |

6. Contact Information

**ㅇ** Secretariat & Submission Inquiries

: [2025aicontest@gmail.com](mailto:2025aicontest@gmail.com) /☎02-6288-9222

**ㅇ** Mr. Youngcheol Kim, Assistant Manager, AI Convergence Content Team

: young7@kocca.kr/☎061-900-6353

7. Additional Information

ㅇ All copyrights and related rights of the winning entries shall remain with the creators.

ㅇ If any instance of copyright infringement, unauthorized use of third-party content,

or proxy (third-party) submission is identified, the award will be revoked, prize money

reclaimed, and legal action (both civil and/or criminal) may be taken against the applicant.

ㅇ In the case of joint creation involving two or more individuals, the submission must

include either:

- a signed statement by all parties specifying the names of the participating creators,

copyright ownership percentages, and details of the rights relationship, or official

documentation proving joint copyright ownership.

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| **\* Submission Method for Notarized Documents and Joint Copyright Proof**  - (No specific form is provided), please scan and upload notarized and copyright-related proof documents. |

ㅇ Entries that contain defamatory content, illegal information, or suspected plagiarism

may be disqualified from evaluation. Even after being selected as a winner, such entries may be subject to cancellation and prize money may be reclaimed.

ㅇ All non-winning submissions will be discarded within three months after the announcement of the

final winners.

ㅇ Submitted materials will not be returned, and additional documents may be requested

during the evaluation or verification process.

ㅇ If an objection is raised regarding a shortlisted entry, the final award decision will be

made following a professional review and clarification process.

ㅇ Matters not specified in this announcement shall be governed by relevant laws and the guidelines

of the competent authorities.

- The above information and schedule are subject to change based on circumstances. -

This notice is hereby announced as stated above.

September 1, 2025

한국콘텐츠진흥원장