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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)**

- Support for Korean AI Service Usage Costs for Contest Participants

- Eligibility: First 500 registered participants

- Supported Services: Domestic generative AI video/audio/music services such as Carrot, DeepBrain AI, etc.

- Support Amount: Up to KRW 100,000 worth of credits per person (reimbursed after submission and verification of usage proof)

- How to Apply: After contest registration, submit proof of usage (payment history, screenshots, etc.)

- Additional Information: Support will be provided based on actual usage costs, regardless of contest results.

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, Video Proposal,

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**  **※ The [ Direct Participants and Stakeholders List] must be submitted only by**  **those who pass the first preliminary evaluation.** | | | | |
| **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.

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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