**「2025 APEC K-Culture × AI Video GLOBAL CONTEST」**

**Submission Regulations**

1. Organization

ㅇ The **「2025 APEC K-Culture × AI Video GLOBAL CONTEST」** is hosted by the Ministry of Culture, Sports and Tourism (MCST) and the Ministry of Science and ICT (MSIT), and organized by the Korea Creative Content Agency (KOCCA) and the National IT Industry Promotion Agency (NIPA).

2. Purpose

ㅇ To present a sustainable future through the convergence of Korean culture and AI on the occasion of APEC.

3. Contest Overview

ㅇ Contest Objective: To encourage everyone, including the general public, to become creators by utilizing AI-based video content, and to highlight the values of APEC through the medium of Korean culture.

ㅇ Submission Period: September 1 (Mon) - September 22 (Mon), 2025, by 11:00 AM (KST) , Applications must be submitted through the official contest website

ㅇ Eligibility: Open to all creators aged 18 or older (Overseas winners are responsible for receiving the award and prize money on their own.)

ㅇ Entry Type: 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.

- The team representative shall have the authority related to awards (including

certificates and prize money). The distribution of rights and prize money within the

team shall be determined by mutual agreement among the entrants. The host and

organizers will not be involved in any disputes among team members regarding

rights or prize distribution, and the responsibility lies solely with the entrants.

ㅇ Contest Category

- Category 1 : Video Content (e.g., media art, etc.)

- Category 2 : K-POP Style Music Video

※ Only original music or K-POP style soundtracks and videos for which the entrant holds the copyright are permitted.

※ Audio tracks involving sampling, featuring, or any elements that may cause copyright disputes or infringements are not allowed.

ㅇ Contest Theme: A Sustainable Future Presented Through the Reinterpretation of Korean Culture

ㅇ Contest Details: A entry that modernly reinterprets the core values of APEC in

connection with Korea’s unique culture

- 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.

- Core Values of APEC : connect, innovate, prosper

ㅇ Awards and Benefits : Total Awards: 16 winning entries, Total Prize: KRW 60,000,000

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| **Category** | **Grand prize**  **(2 entries)** | **Excellence Award**  **(4 entries)** | **Merit Award**  **(10 entries)** |
| General Video | Ministry of Culture, Sports and Tourism Award - 1 entry  KRW 10,000,000 | President of Korea Creative Content Agency (KOCCA) Award  – 1 entry  President of National IT Industry Promotion Agency (NIPA) Award  - 1 entry  KRW 5,000,000 each | Merit award – 5 entries  KRW 2,000,000 each |
| K-POP Style  Music Video | Ministry of Science and ICT Award- 1 entry  KRW 10,000,000 | President of Korea Creative Content Agency (KOCCA) Award  – 1 entry  President of National IT Industry Promotion Agency (NIPA) Award  - 1 entry  KRW 5,000,000 each | Merit award – 5 entries  KRW 2,000,000 each |
| Total Prize Money | KRW 20,000,000 | KRW 20,000,000 | KRW 20,000,000 |

ㅇ Support for Korean Generative AI Content License Fees (funded by the Ministry of Science and ICT and 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.

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  \* Video/Image Generation, Video Editing, Sound/Music Generation, Dialogue/Narration Generation, Editing/Special Effects, Script/Dialogue, etc.  \* Entrants must indicate in the application form the parts where AI technology was used in their submission and provide the necessary supporting evidence. |

ㅇ Required Submissions (refer to the contest announcement):

- Contest Application Form

- Video Proposal

- Consent Form for the Collection, Use, and Provision of Personal Information Original

Content Link

- Proof of AI Utilization (e.g., prompts, AI-related screenshots, video recordings at the time of use, etc.)

- Other Documents (e.g., Consent Form for Co-Copyright Holders, etc.)

ㅇ Important Notes

- For overseas participants, all required documents must be submitted in Korean. An English version may be submitted additionally.

- All entries must be original works that do not infringe upon the copyrights or any other rights of third parties.

- Entrants must submit their works through the submission method designated by the

organizer. Any disadvantages arising from omitted or incorrectly completed documents are the sole responsibility of the entrant.

- Entries that have previously won awards in other contests or have received government subsidies are not eligible for submission.

- If issues related to copyright, portrait rights, or violations of contest regulations occur,

the award may be revoked, and the entrant shall bear full responsibility.

- The copyright of award-winning works remains with the creator; however, the host

and organizers may use the works for non-commercial promotional and exhibition purposes (from the date of submission until January 31, 2026). Any use beyond this period shall be subject to consultation with the creator.

- Duplicate applications by the same individual/team or across multiple categories are

not permitted. Each entrant may submit only one work.

- Submitted materials will not be returned.

ㅇ Copyright and License Notes

- Entrants must hold the copyright (for video, images, audio, etc.) or related rights to the works they submit.

- Entrants are responsible for securing the appropriate licenses for any AI-related tools used in the production of their works.

- The host and organizing institutions will not individually verify licenses or copyrights, and they bear no legal responsibility for any issues that may arise.

- In the event of a copyright dispute related to AI-generated content, all legal

responsibility lies with the entrant. The host and organizers will not be held liable

for any legal disputes.

- If an entrant or selected work violates applicable laws or seriously undermines public

trust—for example, through political propaganda, obscenity, defamation, abuse, hate

speech, or by containing viruses, backdoors, or other security threats the selection may

be canceled by decision of the evaluation committee. Where necessary, the award may

be invalidated and prize money reclaimed.

- Entrants may file an appeal regarding the evaluation results or cancellation of

selection. Appeals must be submitted within three (3) days of the announcement

date via email or another method designated by the organizers.

- If deemed appropriate, appeals will be reviewed through a re-examination procedure

by the evaluation committee, and the results will be individually communicated from the date of receipt. However, cancellations due to serious reasons such as violation of law, submission of false information, or clear copyright infringement will take immediate effect regardless of any appeal.

4. Evaluation Method and Criteria

ㅇ Each evaluation will be conducted in accordance with the methods prescribed by

the organizing institution.

ㅇ The contest will be carried out through a two-stage evaluation process, as outlined

below:

- The Evaluation Committee will consist of approximately seven (7) members.

- Stage 1 (Preliminary Evaluation):

‧ A document review will be conducted on the submitted content (e.g., videos,

content proposals).

‧ The highest and lowest scores from evaluators will be excluded, and projects with

an average score of 70 points or higher will be ranked in descending order. (Approximately twice the number of final awardees (14 projects) will be shortlisted.)

‧ In the event of a tie, all tied projects will advance to the second stage.

- Stage 2 (Final Evaluation):

‧ A presentation review will be conducted on the submitted content (e.g., videos, content

proposals).

‧ Again, the highest and lowest scores will be excluded, and projects with an

average score of 70 points or higher will be selected in descending order as awardees.

‧ In the event of a tie, the total score including the highest and lowest will be

applied, and if a tie still remains, the project with the highest individual score will

be selected.

5. Awards Ceremony and Follow-up Support

ㅇ The schedule of the awards ceremony will be individually notified by the organizer.

ㅇ Award-winning works may be screened at K-Culture Square and other related

programs hosted/organized by the host and organizers after the ceremony, and

entrants must agree to this.

ㅇ The schedule and detailed information on the APEC-related content exhibition will be announced later by the organizer.