

# JAPAN PRIZE 2018

## Press Release

### **Winners Announced for JAPAN PRIZE 2018**

**TOKYO, November 9, 2018** – The winners of the *JAPAN PRIZE 2018*, an international contest for educational media, were announced today.

The Grand Prix JAPAN PRIZE went to **My Life Born to Vlog** (United Kingdom). The Awards Ceremony was held at NHK Broadcasting Center, Tokyo.

#### **Audiovisual Division**

The Audiovisual Division, targeting educationally valuable productions with audio and visual content, is comprised of five categories. The winners in each category are listed below.

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#### **[The Grand Prix Japan Prize]**

\*The Best Work in the Primary Category:  
The Minister of Education, Culture, Sports, Science and Technology Prize

Title: **My Life  
Born to Vlog**

Country/Region: United Kingdom

Organization: Blakeway North

Duration: 28'31"

Media: TV

Content: This program documents the daily life of Nikki Lilly, a 12-year-old vlogger with over 100,000 followers world-wide. Nikki delivers positive and inspiring messages on her video blog while living with a rare life-threatening medical condition called AVM (arteriovenous malformation). Nikki was first diagnosed with AVM when she was six years old. This blood vessel disorder caused severe headaches, nosebleeds, and swelling on one side of her face. Gradually, Nikki began to feel isolated and different. However, once she launched her own YouTube channel, her videos went viral, allowing her to connect with the world. In addition to recounting Nikki's daily life, this program provides tips on how to produce vlogs safely and deal with online trolling.

## [The Best Work in Each Category]

< Pre-school Category: The Minister of Internal Affairs and Communications Prize >

Title: **Preschool Docs**  
**Giulia and Sophie go to swim class**  
Country/Region: The Netherlands  
Organization: KRO-NCRV  
Media: TV

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< Youth Category: The Minister of Foreign Affairs Prize >

Title: **#tagged**  
Country/Region: The Netherlands  
Organization: VERTOV, KRO-NCRV, NPO  
Media: Film

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< Lifelong Learning Category: The Governor of Tokyo Prize >

Title: **Employable Me**  
Country/Region: Australia  
Organization: Northern Pictures  
Media: Film

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< Creative Frontier Category: The Minister of Economy, Trade and Industry Prize >

Title: **Bury me, my Love**  
Country/Region: France  
Organization: The Pixel Hunt, Figs, ARTE France  
Media: Game Application

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## [Special Prizes]

< The Japan Foundation President's Prize >

Title: **KIDS ON THE SILK ROAD Girl against gravity**

Country/Region: Denmark

Organization: Pedersen & Co. in cooperation with Toolbox Film

Media: TV

< The UNICEF Prize >

Title: **Sister**

Country/Region: Vietnam

Organization: Vietnam Television, Educational Broadcasting System

Media: TV

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## Proposal Division

The Proposal Division aims to encourage program producers with limited means of production and opportunity with a cash prize of U.S. \$10,000. The best proposal was awarded **The Hoso Bunka Foundation Prize** which went to:

Title:	LIFE
Country/Region:	Mexico
Entering Organization:	Vientos Culturales A.C.

## [The National Federation of UNESCO Associations in Japan Prize]

A trophy, certificate, and U.S. \$6,000 prize money, are awarded to an excellent proposal for a TV program which will contribute to education in an entrant's country/region and to the promotion of ESD (Education for Sustainable Development).

Title:	<b>Revolution in the Desert</b>
Country/Region:	Mongolia
Entering Organization:	"Buren Zohist" production

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## **About the JAPAN PRIZE:**

The JAPAN PRIZE was established in 1965 with the purpose of improving educational programs worldwide while contributing to international understanding and cooperation. From 2008, the target for entries expanded from educational programs only to educational content using sound and images. The JAPAN PRIZE continues to develop as a unique international event solely focusing on both education and media.

This year's contest saw 378 entries and proposals from 65 countries and regions. The shortlisted works were judged by 12 producers and researchers representing 11 countries.

## **The JAPAN PRIZE Website:**

<http://www.nhk.or.jp/jp-prize/english/>

## **JAPAN PRIZE Related Programs (Broadcast Date T.B.A.):**

December

Domestic broadcast on ETV