



JAPAN PRIZE 2008

INTERNATIONAL CONTEST FOR EDUCATIONAL MEDIA



Issue No. 8

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The Awards Ceremony for the 35th JAPAN PRIZE took place in Studio 101 at the NHK Broadcasting Center. Awarded programs are as below.

Prize	Title	Country / Region	Organization
The Grand Prix Japan Prize	Tell Us About Your Life: A Light in the Darkness	Japan	Japan Broadcasting Corporation (NHK)

Audiovisual Division

Prize	Title	Country / Region	Organization
Pre-school Category The Minister of Internal Affairs and Communications Prize	Tsehai Loves Learning - Love	Ethiopia	Whiz Kids Workshop (WKW)
Primary Category The Minister of Education, Culture, Sports, Science and Technology Prize	Anash Interactive	Canada	Reel Girls Media Inc. (RGM)
Youth Category The Minister of Foreign Affairs Prize	Tell Us About Your Life: A Light in the Darkness	Japan	Japan Broadcasting Corporation (NHK)
Continuing Education Category The Governor of Tokyo Prize	The Spell of Poincaré Conjecture	Japan	Japan Broadcasting Corporation (NHK)
Welfare Education Category The President of NHK Prize	Two Schools in Nablus	United Kingdom	Teachers TV
Special Prize The Japan Foundation President's Prize	Asian Corridor in Heaven: Road to Pilgrimage	Rep. of Korea	Korean Broadcasting System (KBS)
Special Prize The UNICEF Prize	Sexy Inc.- Our Children Under the Influence	Canada	National Film Board of Canada (NFB)

TV Series Division

Prize	Title	Country / Region	Organization
The Best Series Award The Maeda Prize	Scope	Australia	Network Ten Pty Ltd. (TVQ-10)

TV Proposal Division

Prize	Title	Country / Region	Organization
The Best Proposal Award The Hoso Bunka Foundation Prize	There is a way	Sri Lanka	Cineli
Special Prize The National Federation of UNESCO Associations in Japan Prize	Look at my hands	Nepal	Nepal Television (NTV)

Since its establishment by NHK in 1965, the JAPAN PRIZE has contributed to the advancement of educational TV programs around the world and the promotion of international understanding and cooperation by awarding excellent programs.

Based on the global digitalization of educational media worldwide, the targets for entry have been expanded from educational TV programs to educational media using audio and visual images. In this memorable year, we received the largest number to date: 293 entries from 173 organizations in 59 countries and regions.

TV Series Division

Television series aired regularly that have been produced with the intent of improving educational effects

- ▶ Prize for the Best TV series **Maeda Prize**

TV Proposal Division

Proposal for educational TV programs in countries/regions with limited means such as budget and technical facilities

- ▶ Prize for the Best Proposal **The Hosono Bunka Foundation Prize**
The most outstanding proposal for educational TV program
- ▶ Special Prize **The National Federation of UNESCO Associations in Japan Prize**
An excellent proposal for a TV program, which promotes literacy and language education and contributes to the development of basic education in an entrant's country/region.

Audiovisual Division

Educationally valuable materials of audio and visual contents, such as TV programs, video, websites, game software, and other interactive media

- ▶ Prizes for the Best work in Each Category

Minister of Internal Affairs and Communications Prize

The most outstanding work in Pre-school Education (for ages 0-6)

Minister of Education, Culture, Sports, Science and Technology Prize

The most outstanding work in the Primary Education (for ages 6-12)

Minister of Foreign Affairs Prize

The most outstanding work in the Youth Education (for ages 12-17)

Governor of Tokyo Prize

The most outstanding work in Continuing Education (for ages over 18)

President of NHK Prize

The most outstanding work in Welfare Education (for all ages)

- ▶ Special Prizes

President of the Japan Foundation Prize

An excellent work that contributes to mutual understanding between nations and races and cultural exchange

UNICEF Prize

An excellent work that promotes understanding of the lives of children in difficult situations

The Grand Prix is selected among the five best works in the Audiovisual Division