

# CrossMedia Forum Main Venue (CA421)

# JAPAN PRIZE 2009

Event	Time	Media	Entry	Title	Organization	Country/ Region	Length	Contents
<b>2009/10/23/Fri</b>								
Orientation	10:00			Brief orientation to introduce the JAPAN PRIZE 2009				
Screening and Presentation (Primary Category)	10:30	TV Program	I-34	The Show with the Elephant: Episode 111	Westdeutscher Rundfunk(WDR)	Germany	0:24:07	Screening
	11:00	Website	E-50	The Carnegie Cyber Academy Web site	Carnegie Mellon University	U.S.		15 minute Presentation and Q&A
	11:30	Website	E-38	Circle Link Oshigoto-Town	NAMCO BANDAI Games Inc.	Japan		15 minute Presentation and Q&A
Welcome Lunch	12:00-13:15			Socializing lunch with participating producers/creators/educators and JP staff at the Participant's Lounge				
Screening & Presentation (Pre-school Category)	13:30	TV Program	I-26	Quintet	Japan Broadcasting Corporation (NHK)	Japan	0:10:00	Screening + Q&A
		Game Software	I-33	The Very Hungry Caterpillar's ABC	CYBIRD	Japan		15 minute Presentation and Q&A
	14:10	DVD Product	I-2	Another Zoo - Extinct Animals Story	TV MAN UNION	Japan	0:33:00	Screening + Q&A
	14:50	TV Program	I-16	The Seed of Truth	TV CULTURA	Brazil	0:36:19	Screening + Q&A
	15:30	TV Program	I-15	Abi and the Pinguinladies	Katholike Radio Omroep(KRO)	Netherlands	0:07:30	Screening
Discussion Session	16:00-17:00			<b>Effectiveness of Educational Contents for Children</b> Moderator: Hitoshi Furukawa, Executive Producer, NHK Educational			1:00:00	
Screening of entered contents (Continuing Education)	17:30	TV Program	C-16	A Journey into Language -Zinat Pirzadeh	Swedish Educational Broadcasting Company(UR)	Sweden	0:27:57	
	18:00	TV Program	C-43	The fabullous Story of the American Dollar	France 5	France	0:52:00	Screening
<b>2009/10/24/Sat</b>								
Screening & Presentation ( Primary Category)	10:00	TV Program	E-40	BITWORLD - Two Rooms: The Past and The Present	Japan Broadcasting Corporation (NHK)	Japan	0:55:00	Screening + Q&A
	11:00	TV Program	E-25	The Most Special Person	Public Television Service Foundation(PTS)	Taiwan	0:23:05	Screening + Q&A
	11:30	Game Software	E-26	Raise the Castle of Light!	Latvian National Library Foundation	Latvia	0:20:00	Screening + Q&A
	12:00	Website	E-13	Schooltv-clipclusters	TELEAC/NOT Educational Broadcasting Corporation(TELEAC/NOT)	Netherlands		15 minute Presentation and Q&A
CrossMedia Session: Screening & Presentation (Continuing Education)	14:00	TV Program	C-27	Blessing of the Mountain	Akita Broadcasting System(ABS)	Japan	0:45:00	Screening + Q&A
	15:00	TV Program	C-46	Yanomami: The Last Tribe	Japan Broadcasting Corporation(NHK)	Japan	0:59:00	Screening + Q&A
	16:10	Website	C-34	Playing with Images	National Chengchi University	Taiwan		15 minute Presentation and Q&A
	16:40	Game Software	C-33	AFRIKA	Sony Computer Entertainment	Japan		15 minute Presentation and Q&A
	17:20	TV Program	C-25	The A-bomb What Happened to Hiroshima?	RCC BROADCASTING CO.,LTD.	Japan	0:46:28	Screening + Q&A
	18:15	Online game	C-21	Sharkworld (www.sharkworld-game.com)	Ranj Serious Games	Netherlands		15 minute Presentation and Q&A
	18:45	TV Program	C-20	Noodle Road: Connecting Asia's Kitchen	Korean Broadcasting System(KBS)	Rep.of Korea	0:58:00	Screening
<b>2009/10/25/Sun</b>								
Winner's Presentation	9:30			JAPAN PRIZE 2008 Hosono Bunka Foundation Prize "There is a Way"	Cineli	Sri Lanka	20:00	Screening of the winning program & Presentation (video)
TV Proposal Judgment (TV Proposal Finalist Presentation)	10:00	Proposal	P-11	Let Me Stand Up	Nepal Television	Nepal		Presentation Judgment
		Proposal	P-12	GREEN SCHOOL	Doordarshan India	India		
		Proposal	P-14	SunChild TV	Foundation for the Preservation of Wildlife and Cultural Assets in Armenia	Armenia		
		Proposal	P-23	What's the Buzz?	Swaziland Televeision Authority	Swaziland		
		Proposal	P-29	Tsehai's Fidel School	Whiz Kids Workshop	Ethiopia		
Festival Presentation	13:00			Basel_Karlsruhe Forum Presentation			0:20:00	Presentation
Screening of entered contents (Pre-school & Primary Category)	15:00	TV Program	I-11	European Pexeso: Portugal	Czech Television	Czech	0:02:55	Screening
		TV Program	I-15	Abi and the Pinguinladies	Katholike Radio Omroep(KRO)	Netherlands	0:07:30	Screening
	15:15	TV Program	I-19	Dandelion: Water - Thirsty in Baerstadt	Zweites Deutsches Fernsehen(ZDF)	Germany	0:24:25	Screening
		TV Program	I-30	Animation World	Radio Television Malaysia(RTM)	Malaysia	0:03:30	Screening
	15:45	TV Program	I-31	Between the Lions: "Stop that Pickle! & Chicks and Salsa"	WGBH Educational Foundation	U.S.	0:28:46	Screening
	16:15	TV Program	I-34	The Show with the Elephant: Episode 111	Westdeutscher Rundfunk(WDR)	Germany	0:24:07	Screening
	16:45	TV Program	E-59	Merle	Katholike Radio Omroep(KRO)	Netherlands	0:15:00	Screening
		TV Program	E-57	The SECRET FRIEND	Saarlandischer Rundfunk(SR)	Germany	0:14:40	Screening
	17:15	TV Program	E-1	On the Run	Manden Med Cameraet,	Denmark	0:30:00	Screening
	17:50	TV Program	E-4	Megafon	Norsk Rikskringkasting(NRK)	Norway	0:29:09	Screening
	18:20	TV Program	E-10	FETCH! with Ruff Ruffman - Episode 304: "Mr. Ruffman Goes to Washington"	WGBH Educational Foundation	U.S.	0:28:46	Screening
	18:50	TV Program	E-60	Being Spanish	Glasshead Ltd.	U.K.	0:35:00	Screening
	19:30	TV Program	E-23	Mini Darwins in the Galapagos	Radiotelevisione Italiana(RAI)	Italy	0:51:00	Screening
Excursion	13:30			Excursion inside Tokyo (bus tour)				Bus tour inside Tokyo with lunch
<b>2009/10/26/Mon</b>								
Screening of entered contents (Welfare Education)	10:00	TV Program	W-9	Chales Darwin	Russian State Television and Radio Broadcasting Co.	Russia	0:44:00	Screening
	10:45	TV Program	W-12	The Knoting Game	TELEAC/NOT Educational Broadcasting Corporation	Netherlands	0:24:35	Screening
	11:10	TV Program	W-13	Skylark	NTV	Mongolia	0:32:00	Screening
	11:40	TV Program	W-32	Cecile and the School Fairy	Danmarks Radio(DR)	Danmarks	0:28:46	Screening
	12:10	TV Program	W-17	Last Stop	Radiotelevisione Italiana(RAI)	Italy	0:52:00	Screening
CrossMedia Session: Screening & Presentation (Youth)	13:30	TV Program	Y-45	Tackling Online Bullying	Japan Broadcasting Corporation (NHK)	Japan	0:30:00	Screening (Q&A is included in the discussion session following)
	14:00	TV Program	Y-30	Who Will Give Me Back Those Years? - Stories of Bullying and Teenage Angst	Radiotelevisione Italiana(RAI)	Italy	0:50:00	Screening (Q&A is included in the discussion session following)
	14:50	TV Program	Y-19	Ka-Blog Peeps Special (	GMA Network Inc.	Philippines	0:19:46	Screening (Q&A is included in the discussion session following)
	15:10	TV Program	Y-22	KRIMI.DE - Chatwhispers	Der Kinderkanal	Germany	0:45:00	Screening (Q&A is included in the discussion session following)
Discussion Session	16:00-17:00	TV Program		<b>Media in the Lives of Youth</b> Ms. Sakura Ono, Program Director, Youth and Education Programs, NHK			1:00:00	

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# JAPAN PRIZE 2009

Event	Time	Media	Entry	Title	Organization	Country/ Region	Length	Contents	
<b>(Continued from previous page) 2009/10/26/Mon</b>									
Screening of entered contents: Youth Category	17:30	TV Program	Y-11	Millennium News	African and Medical Research Foundation	Italy	0:09:04	Screening only	
		TV Program	Y-21	World Citizens	TELEAC/NOT Educational Broadcasting Corporation(TELEAC/NOT)	Netherlands	0:14:53	Screening only	
Screening of entered contents: Pre-school Category	18:00	TV Program	I-1	What's Your News?	TT Animation	U.K.	0:22:00	Screening only	
		TV Program	I-10	Just so Darwin	Glasshead Ltd.	U.K.	0:13:51	Screening only	
	18:30	TV Program	I-3	The Space Mates	Norsk Rikskringkasting(NRK)	Norway	0:25:06	Screening only	
<b>2009/10/27/Tue</b>									
Screening & Presentation (Youth Category)	9:30	TV Program	Y-37	KATHPUTALI : The Angel of the Himalayas	Film Creation Nepal PVT.LTD.	Nepal	0:51:00	Screening and Q&A	
	10:30	TV Program	Y-27	Cracking the Code	Medicinema	Canada	0:30:00	Screening and Q&A	
	11:10	Website	Y-35	Planet School (Planet Schule) - the interactive internet gateway for students	Sudwestrundfunk(SWR)	Germany		15 minute Presentation and Q&A	
	11:40	Interactive package	Y-52	Biology for Grade 11	Educomp Solutions	India		15 minute Presentation and Q&A	
	12:30	Website	Y-44	Design Squad	WGBH Educational Foundation	U.S.		15 minute Presentation and Q&A	
Screening & Presentation (Welfare Education)	14:00	TV Program	W-31	Weaving Words by Hands	Japan Broadcasting Corporation (NHK)	Japan	0:59:00	Screening and Q&A	
	15:15	Website	W-20	Teachers TV New Website	Teachers TV	U.K.		15 minute Presentation and Q&A	
	15:40	TV Program	W-22	Goodbye, snow	Finnish Broadcasting Company(YLE)	Finland	0:29:02	Screening and Q&A	
	16:20	TV Program	W-24	VAPI	Sri Lanka Rupavahini Corporation(SLRC)	Sri Lanka	0:22:10	Screening and Q&A	
	16:50	TV Program	W-29	Even with the Loss of His Voice ~His heart contains a symphony~	RKB Mainichi Broadcasting Corporation	Japan	0:24:30	Screening and Q&A	
	17:30	TV Program	W-30	Once Mom was Gone	Whiz Kids Workshop	Ethiopia	0:25:17	Screening and Q&A	
TV Series Division	18:00	Website	W-28	Fillms for Change	National Film Board of Canada(NFB)	Canada		15 minute Presentation and Q&A	
Prize Winners Announcement	18:30	TV Series	S-24	One Step!	TBS Vision	Japan	1:00:00	Screening and Q&A	
<b>The best production and two runners-up in each category of the Audiovisual Division and the best program and two runners-up in TV Series Division</b>							0:15:00	The total 18 titles are announced.	
<b>2009/10/28/Wed</b>									
Screening and Presentation of Winners	10:00-12:00			Screening and presentations by winning producers in Audiovisual Division and TV Series Division				TBA	Detailed information will be available only in the evening of 27th.
	13:00-15:00								
Awards Ceremony (Studio 101)	17:00-18:20			Participants are requested to gather in the Participant's Lounge (Room 474) at 16:00. Note: For security reasons, you will not be admitted if you are late. Registered participants are requested to sign up for the Ceremony and Reception in advance. Please submit the application to the Information Desk at the Participant's Lounge. Invitation and application form are in the participant's file.					
Reception (22th floor Conference Room)	19:00-21:30								

# CrossMedia Forum Main Entrance stage (NHK 4th Floor)

Event	Time	Media	Entry	Title	Organization	Country/ Region	Length	Contents
<b>2009/10/23/Fri</b>								
Screening of entered contents targeted for adults	10:00	TV Program	C-1	Touched by Water	Artesian Films	Canada	0:45:36	Screening
	10:50	TV Program	C-10	QADIR - AN AFGHAN ULYSSES	CINEGRAM S.A.	Greece	0:55:00	Screening
	11:50	TV Program	C-37	Hunting the Hidden Dimention	WGBH Educational Foundation	U.S.	0:56:46	Screening
	12:50	TV Series	S-32	Eco Solutions	Turner International Japan, Inc.	Japan	0:30:00	Screening
Screening of entered contents targeted for youths	14:00	TV Program	Y-56	World's Untold Stories: Killing Fields: Long Road to Justice	Turner International Japan, Inc.	Japan	0:30:00	Screening
	14:30	TV Program	Y-3	Jimmy Doherty in Darwin's Garden: Dangerous Ideas	Open University Worldwide	U.K.	1:00:00	Screening
	15:35	TV Program	Y-12	Age of Conan Part 2 "Dreams of a Greener Future"	Seoul Broadcasting Systems (SBS)	Korea	0:56:00	Screening
	17:30-19:00	<b>Meet the Experts: What role entertainment plays in Educational Contents?</b> ●Kiri, Visual Producer, Vice President, NanaOn-Sha Co.,Ltd ●Atsuko Yoshida, Screenwriter Moderator: Atsuya Hirooka, Senior Producer, Program Development Center, Programming Department, NHK						
<b>2009/10/26/Mon</b>								
TV Series Division Screening & Disucssion	10:00-13:00	TV Series	S-17	The Magic Journey	Multimedia Public Association	Kyrgyz	0:15:43	Screening & Discussion Moderator: <b>Hyunsook Chung</b> , Senior Programmer at EIDF (EBS International Documentary Festival)/Korea
		TV Series	S-41	The Wonder Pets!	Little Airplane Productions	U.S.	0:22:30	
		TV Series	S-21	Journey through the Palace Museum	Public Television Service Foundation (PTS)	Taiwan	0:13:00	
		TV Series	S-45	Letters and Beards	Sveriges Television AB (SVT)	Sweden	0:13:46	
		TV Series	S-19	Opera is Fun	Czech Television	Czech	0:19:49	
		TV Series	S-42	The Untitled Concert	TV Asahi	Japan	0:30:00	
Screening of entered contents for children (TV Series Division)	13:30	TV Series	S-1	Behind the News	Australian Broadcasting Corporation(ABC)	Australia	0:25:00	Screening
	14:00	TV Series	S-10	Me, Myself and the others	Enanimation Srl	Italy	0:05:00	Screening
		TV Series	S-29	Animal Mechanicals	Halifax Films	Canada	0:11:30	Screening
		TV Series	S-30	pur+	Zweites Deutsches Fernsehen(ZDF)	Germany	0:22:18	Screening
	14:40	TV Series	S-33	Mama Mirabelle's Home Movies	National Geographic Kids Entertainment	U.S.	0:22:00	Screening
	15:10	TV Series	S-40	DragonflyTV	Twin Cities Public Television(TPT)	U.S.	0:28:46	Screening
15:40	TV Series	S-31	Wordworld	Wordworld, LLC	U.S.	0:28:44	Screening	
	17:30-19:00	<b>Meet the Experts: What is the definition of SERIOUS GAME? The potential of GAMES as educational media for adult</b> ●Takayoshi Sato, Art Director, Vertial Heroes, Inc. ●Tetsuya Mizuguchi, Game Creator/ Producer CCO, Q ENTERTAINMENT Inc. Moderator: Executive Commentator, News Commentators Div, General Broadcasting Administration, NHK						