



We are very honored to receive so many messages from our friends around the world to commemorate the 50th edition of the Japan Prize. Thank you everyone for your kind and thoughtful words! Your friendship and support are the source of inspiration for all of us!

Japan Prize Secretariat
November 2023

Serving as a Japan Prize juror has been one of the most memorable experiences of my professional life. Viewing, discussing, and honoring the best programs from around the world, for and about children, with an international community of talented producers and educators, broadened my horizons and deepened my compassion. In 2023, we again see how children are the most vulnerable in times of conflict and war. But stories are more powerful than guns. For 50 years, the NHK Japan Prize has been a noble prize for peace and understanding. The world would be a better place if global leaders could also gather to view and discuss the Japan Prize winners.



Dr. Milton Chen, USA
Trustee
Kellogg Foundation

I really feel privileged to be part of the Japan Prize jury and community. The impact of the experience is so great that it is impossible to forget and not to bring home the process applied during the judging and selection, as a huge learning. The value that Japan and NHK give to educational media demonstrate the commitment and respect it has for Education and Culture. Let's celebrate the 50th anniversary with joy! Long life for this event. In times of so much need for understanding and resilience, Japan Prize rewards the stories and images that make us better humans.



BETH CARMONA, Brazil
Head (President) /
Festival Director ComKids Festival
Midiativa

Thinking about the Japan Prize makes my heart smile. It has been a reference for me since I discovered it existed in my first job on a television program, and today it is still a place where I want my projects to be... because being chosen for the Japan Prize is synonymous of quality and indisputable reason for pride, and I feel very proud for have been there. It is also a place I always want to return, my memories are full of kindness and warmth, and I know there will always be contents that will surprise me and challenge my mind.

Yenny Santamaría Amado, Colombia
Commissioning editor - Producer
RTVC



Where do I even begin! My journey and relationship with the Japan Prize date back 26 years when I made my first trip to Japan. I was struck by the ethos and the values of the Japan Prize, its uniqueness and what it stood for. The Japan Prize is the only international competition that solely focuses on educational media content. My first visit to Japan left such an indelible mark on me and as a producer of educational programmes, in that week, I understood my responsibilities as a media practitioner working in public service media. I understood and appreciated the importance of creating and broadcasting content that would not only educate, inform but also empower and inspire generations.



Jacqueline Hlongwane, South Africa
Programme Manager: SABC 2
SABC

Numerous awards recognize children's content, yet only a select few emphasize its educational value. The Japan Prize stands distinct among these, serving as a gold standard in educational kids' media. For me, it signifies the pinnacle of achievement in this realm. That is why it was such a profound honor for our film Dounia and the Princess of Aleppo to be bestowed with the Grand Prix and the Primary Division prize in 2022.

Judith Beauregard, Canada
Producer / Co-CEO
Tobo



Winning the Japan Prize has been the greatest honor for me as a writer and director, because I feel that no one else takes the jury process, the nominees and the actual content of the work as seriously as the Japan Prize does. For me, the Japan Prize has also been significant in reminding myself how important the educational part of what I create is, and how important this aspect is in today's media, not just for children and youth, but for everyone. We live in a chaotic and frightening time, where social media and algorithms increasingly control our perception of the world, so more than ever before we need serious content that helps guide and help our audience.



Anne Wisløff, Norway
Writer, director, showrunner
NRK

It is called the Japan Prize, but it is about the whole world. Spread education, knowledge and wisdom for all – that is the true prize of the Japan Prize.

Niels-Ole Rasmussen, Denmark
Director
Copenhagen Film



The Japan Prize has meant a huge opportunity to learn, share experiences, views, perspectives and points of view about educational content in a space of collective construction that is committed to the growth and deepening of educational content all over the world. Every nomination and distinction received was an honor and a milestone in Pakapaka's history. And I cherish with great affection the two times I participated in the festival, unforgettable experiences that have left an indelible mark on my professional story. And I have deep gratitude to the JP teams with whom I had to interact on each occasion there or in the online editions. Long live this beautiful festival!



Cielo Salviolo, Argentina
Directora TV channel Pakapaka
Pakapaka

Happy 50 years! The Japan Prize has always been a beacon in educational media. Thank you for bringing us together from all the countries of the world in an event of deep commitment, reflection and creativity. I had the honor of participating on several occasions with productions such as Whispering Outloud and Clorophilia, among others. I also had the challenge of being Chairperson of Audiovisual Works, in 2020, during the global Covid pandemic: I will never forget the enormous effort of the JP team to hold the first online event. Thank you for making it happen again and again!



Fernanda Rotondaro, Argentina
Producer / Director / Artist
Fernanda Rotondaro Productions

Having joined the Japan Prize during the pandemic, I experienced it as a heady mass of images, sounds, accents, voices, messages from the mountains of Vietnam to the insides of classrooms in New Zealand or Northern Ireland, from the inner city streets of Belgium or Japan to villages in Nepal and Central Asia, from the perspective of the worlds young people are growing up in, and via the care and craft of passionate, committed filmmakers of all stripes. Climate change, gender identity, skin colour, integrating, learning about society and crafting your place in it - the Japan Prize is curious about growth and provides a platform for celebrating life and learning for young people in a safe but challenging space.

Nabeelah Shabbir, UK
Freelance journalist
ICFJ



My first ever trip to Japan was in 1998 when my program entered the competition. It was an enormous experience both professionally and culturally. For my work it meant a big boost and careerwise it had a huge reassuring effect. Personally, it made me a fan of Japanese culture and language and resulted in my language studies in Fukuoka and several trips to Japan. As a Jury member I could enjoy watching the best educational programs in the world and having profound discussions with highly appreciated colleagues from different cultures.

I wish to thank the Japan Prize for all!



Harto Hänninen, Finland
subeditor, director and scriptwriter
YLE

The award we won at the Japan Awards gives us the opportunity to look more deeply at the value of education in how we convey messages in our films. Along with that, meeting great collaborators from Japan opened up new visions for us about documentary films and helped us approach the general development in the world.

On the 50th anniversary of the establishment of the Japan Prize, we would like to express our deep gratitude to the people who have created true, pure and wonderful values for the world. Thank you so much and wish you all the best!

NGUYEN NHAT DUY & PHAN Y LINH, Vietnam
FILM DIRECTOR & PRODUCER
VTV



I have participated now as a finalist and as a jury, and what I really find remarkable in my Japan Prize experience is the exposure to the best educational media works from all over the world and the meetings with the producers behind these compelling creative outputs. I am always inspired and in awe by the amount of creativity and dedication of the creators in producing meaningful educational content, and I am really thankful that works from my country are included in Japan Prize's catalog of award-winning entries because the world gets to see our perspective from a pure and authentic point of view. Congratulations Japan Prize on your 50th year! I hope you continue to showcase excellent educational media to the world!

Kristoffer G. Brugada, Philippines
Independent Filmmaker
Brigade Productions Inc.



Being invited to Japan to pitch our game, Bury me, my Love, in front of a group of seasoned professionals was already an incredible moment for me. I fell in love with the country and its inhabitants' kindness immediately. I was also impressed by the care put into organizing the event, and the diversity of the jury. But as a winner, having the honor to exchange a few words with the crown prince was absolutely incredible. For me, it was the symbol of how important the Japan prize is for Japan - and thus for us all.



Florent Maurin, France
President
The Pixel Hunt

I have many great memories of The Japan Prize, all related to the people I've met, the programs I've seen, and the conversations I've had, which were inspiring, passionate, intelligent, and joyous – lots of laughter! To share ideas from so many different perspectives and to see new ways to expand our art in the service of those ideas gives us all more energy to do this work. I have met friends for life at The Japan Prize and so many programs I've watched have broadened my understanding of what educational media can be and the many meaningful ways it can touch our audiences.

Lawrence S. Mirkin, Canada
Producer/Writer/Owner
Mirkin Creative Inc.



Congratulations to the Japan Prize!

It was my privilege and honour to be a juror at Japan Prize. Judging for the Lifelong Learning Category re-emphasises that learning does not stop in school. It's great that Japan Prize continues its mission to encourage learning at all ages. At the same time, it embraces creativity from the diverse cultures around the world regardless of its affluence. Thank you for the great work and keep it up.



Khim Loh, Singapore
Managing Director
The Moving Visuals Co.

As a producer in Taiwan, I am looking forward to inspirational, educational content. Japan prize is prestigious prize award which celebrates the content with education and production value. . I was the preselect jury last year. During the preselection discussion, I was greatly benefited from the opportunity to exchange the idea with the other producers around the world. Congratulations and many thanks to Japan prize.



Hsiao Pei, Lin, Taiwan
producer
PTS

It was my honor to be one of NHK Japan Prize participants by myself. All endeavors and patiences of staffs to achieve the Japan Prize to become a wonderful plaform in the Global stages paid not enough. Especially the platform try to lean on more educational contents made your Prize more essential. Congratulations for your Anniversary! I also hope your humble tradition should be sustained more generations in the future.

Gunny(Gune) Hyoung, Republic of Korea
Artistic Director
EBS/EIDF



Congratulations to the Japan Prize! I have learned so much from being on the jury and watching groundbreaking content from around the globe. We are also honoured to have one of our documentaries earn the first Sustainable Development Goals (SDG) Prize in 2021. The creativity, values and lessons from the Japan Prize remind us all why it is important to support educational content for kids and adults alike, wherever and whoever you are. We greatly appreciate your fellowship and efforts. To many more good years. Thank you.



Galen Yeo, Singapore
CEO / Creative Director
The Moving Visuals Co.

I learned about the Japan Prize Awards in 2015 working with NHK on the Discover Science show. My colleague who was a judge prior recommended my name and on a trip to Tokyo in 2018, I visited the Japan Prize Office, which led to me being a Pre Lim Juror in 2018. In 2021, I was a Committee Leader for the Preschool and Primary school divisions and returned in 2022 for the same divisions. As a three times juror, I learnt a lot from other jurors to great work submitted from around the world.

To the Japan Prize Secretariat, thank you and happy 50th anniversary.

Tshilidzi Davhana, South Africa
Head of Factual Content
SABC



It was an enriching experience. I watched audiovisual productions from all over the world, updating my knowledge about production for children and being happy because there are countries, television channels and producers that are doing things very well, considering children's rights in their productions. I was very happy to see among the selected works several from Latin America, which speaks well of what is being done on our continent.

It was an honor to be part of this jury and I hope to continue being part of the Japan Prize in this role or with my own productions.

Alejandra Fritis Zapata, Chile
Artistic Director
“Ojo de Pescado” International
Film Festival



Happy 50th birthday to Japan Prize
In a world full of prejudice and constant conflict, Japan Prize is committed to breaking cultural boundaries and promoting mutual understanding among people of different regions, ethnic groups, and beliefs. I am fortunate to join the Japan Prize in 2019, and I look forward to seeing a better world together with the Japan Prize.



Kathy Li, China
Producer
Doclabs Beijing

First of all, thank you so much for reaching out to us again! We were nervous, but dedicated to our plan! The event made us feel more confident and vocal about our concept, that it will have acceptance! I guess every filmmaker who are struggling would understand what I am saying! NHK Japan Prize has opened an undermining idea to us so we could make audience explore about trans community from a larger perspective. I think that would help the people to see not in a different perspective but a regular one what we use to each other!

Hasanul Huq Jacky, Bangladesh
Director and Consultant
Adamant Studios



The Japan Prize has personally inspired me with its celebration of educational creativity and its embrace of global voices. It's not just an award; it's a heartfelt invitation to explore, understand, and connect.

Moa Frygell, Sweden
Executive producer, impact and engagement
SVT



I am honored to be a final jury member of the 50th Japan Prize. Every step of this organization has been planned perfectly, which adds value to educational media and humanity. From the moment we first met, working with you made me feel comfortable, wonderful and free.
Thank you.

Mehdi Özçağlayan, Turkey
Director of Photography
TRT



Dear friends,
for me, the Japan Prize has always been a measure of quality, creativity, and innovation when it comes to Children's programming.
Therefore, I am extremely proud and thankful that I had the opportunity to be part of the Festival team and participate in this exceptional event in 2020. as a member of the jury.
Being part of the Japan Prize community, getting the opportunity to see and evaluate the world's best production is - immeasurable, even when everything happened "remotely" due to specific (pandemic) conditions.
The 50th anniversary is an exceptional and great jubilee, s I congratulate you with all my heart and wish you to stimulate the imagination and creativity of all of us who work in the most beautiful of all television programs.
And I wish you many more successful years!!!

Silva Skender, Croatia
Editor in Children's Department
HRT



Hi ! I am KM Taj-Biul Hasan from Bangladesh.
The NHK Japan Awards competition is always in my heart and mind. I received the National Federation of UNESCO Associations in Japan Award three times in 2007, 2010 and 2013. Undoubtedly, these awards were a great honor and achievement to further my professional career. In 2012 I was also invited as a speaker at the TV Proposal Division 10th Year Celebration Forum .It is the best media forum and platform to promote educational programs .
I wish all the success of the 50th edition of the Japan Prize.



KM Taj-Biul Hasan, Bangladesh
Media Consultant
Dhrupad Communication

I have the most beautiful memories and also the funniest ones of the Japan prize when I was the winner in the proposal pitch category in 2015.
I feel grateful to have been the first Latin American to have won in that category. I am still friends with those beautiful Japanese women who were my guides at the event. I hope that the Japan Prize will continue to exist for the future who cares about giving recognition to the TV and media industry that cares about quality in culture and education. Cheers!

Maria Eugenia Quiroga, Colombia
Creative producer
Animatropo



The invitation to the preliminary jury came unexpectedly and embraced me like a great blessing: all month I watched programmes from all over the world, each spoke to me in its own way, it was difficult to pick out the best. But I did, and at the same time I wondered how it would be possible to find common programmes that would be equally good, strong, and important for everyone, in this huge number of programs and this group of jurors from all over the world, with diverse cultures and views. And guess what, that's exactly what happened! The best were shared by everyone and this strengthened my belief that the creators of the whole world, who are dedicated to creating for children, know what is the best, know how to see and appreciate it.



Martina Peštaj, Slovenia
Head of Children's and Youth Programs
RTV SLOVENIJA

I attended my first Japan Prize 21 years ago in 2002, and have been involved in some capacity – juror, proposal division chair, jury chair, award-candidate/winner or facilitator - in almost every JP since. This long journey has brought me into contact with exciting creative content makers from every corner of the world. I’m particularly proud of the JP’s role in encouraging up-and-coming producers and being a platform for less heard voices. For everyone, everywhere who cares about the media’s role in nurturing our children and educating us all, the Japan Prize is a lighthouse on the media horizon. May it long continue to be so!

Hyunsook Chung, South Korea
Executive Producer
EBS



My memories of Japan and Japan Prize will always be a highlight of my life.
Because of the prize, our company was able to attract other partners, and complete a full TV series for young African girls – Zizi & Hannibal.
It is being broadcast across Africa, and is making a huge difference in local girls lives. We thank you!



Nic Buchanan, South Africa
Producer
Pixcomm

I was honored to receive the Japan Prize in 2022, marking a significant milestone in my career.
This achievement stands as a pivotal advancement in my commitment to producing content for children, particularly in creating the first and exclusive news and educational program for teenagers in Egypt and the Arab world.
This journey was brimming with challenges and opportunities for learning. From meticulously completing proposal forms within specific word limits to crafting a concise and compelling 7-minute pitch, I encountered numerous obstacles.
Nevertheless, with the immense support and assistance from the Japan Prize, I was able to navigate these challenges successfully.

Fadi Haroun, Egypt
Founder/ CEO
Impact Media



I won the National Federation of UNESCO Association of Japan Prize in 2021 and this year it has also been selected as one of the finalists of the Japan Prize. My film "Speak out Yourself - The Abuse we are not Talking about" has attracted the attention of many viewers and has already been selected for some prominent women's film festivals worldwide. This is very significant indeed. NHK Japan Prize is the best audio-visual platform which promotes educational films & programs to educate the people. My best wishes to the NHK Japan Prize for celebrating their 50th edition.



Shyfoon Naher, Bangladesh
Director/Producer
Dhrupad Communication

Japan Prize is one of the closest and dearest partner festivals of PRIX JEUNESSE INTERNATIONAL. We share a mission: To promote quality in programmes for young audiences, and to connect those who want to learn and grow in order to offer best and meaningful media content for children and youth. It is wonderful to see our both festivals grow old together, while our mission is more relevant than ever: While Japan Prize turns 50 this year, PRIX JEUNESSE will be 60 next year! We congratulate Japan Prize for this impressive jubilee and look forward to many more years of great and fruitful partnership!



Kirsten Schneid, Germany
Festival Coordinator
PRIX JEUNESSE Foundation

It was around seven o'clock when the phone rang. A far away sweet voice told me that our “Insign” had won the Japan Prize in the preschool category. Unbelievable experience to fly all the way to Japan to receive the prize and share stories with the best professionals of the world. One or two years later a new visit to meet new and old friends as juror with the great responsibility to find what betters demonstrates the art of storytelling for children. Kindness is the word that better describes the Japan Prize tribe, truly devoted children's television.



Monica Maruri Castillo, Ecuador
Journalist & TV Producer
IPANC

In 2006 I had the privilege to be the chairperson of the web Jury. As such, I could meet with many TV and web professionals, from all around the world, who were showing their best piece of educational content. I remember that the jurors around me were from Germany, the US, Japan, and Hong Kong (I am French) whose countries were at war during WWII. With the Japan Prize, in this time of world trouble, I really appreciate what the NHK is doing, in trying to find a way to peace thanx to the promotion of education.

Pierre MATHIEU, France
CEO
Alternative Digitale



I’m forever grateful to have been part of the Japan Prize's family. This event made possible the finishing of my first film and has helped me grow as a professional. The Japan Prize supports the creation and promotion of high-quality educational media, and thru this, they truly endorse a hopeful view of the World.

Diana Molina, Ecuador
Professor and filmmaker
Tinamú Films



Almost paradoxically, Japan Prize represents both stability and change. Our 2008 and 2009 jury discussions on the nature of effective educational media differed little from our 2023 deliberations. Both were firmly rooted in learning theory and practice; attentive to audience needs, abilities and interests; and respectful of cultural influences. Still, the competition has always welcomed emerging technologies with eager curiosity about new learning opportunities. The global media environment is complex, but Japan Prize brings clarity by focusing on essentials with wise guidance of experts from all world regions. What a privilege to have been inside those conversations.

David Kleeman, United States
Senior Vice President, Global Trends
Dubit



Japan Prize highlights the importance of educational contents. It’s the pleasure, affection and inspiration that we find in those programs help us to open the eyes of our children and our audience. And it’s the recognition of Japan Prize that encourages and supports the production teams to go a long way. With an international prize like this, we have an opportunity to communicate on a global platform and to achieve real understanding. This is really very precious for participants and audiences all over the world. Congratulations on the 50th edition of Japan Prize!

Wuan-ling Guo, Taiwan
Supervisor, International Affairs Section,
International and Strategy Development
Department
PTS



In the last 20 years, I had the privilege to be several times and with various roles involved in the Jury and Conferencing Work at Japan Prize. This wonderful experience has been of enormous importance for my professional life, both in terms of gathering new experiences and learning, as well as in building and curating an international network of professional contacts and friendships that helped and still helps me to create and realize some of the international projects that I and my broadcaster have been involved in. I am deeply grateful to NHK and Japan Prize for this, and I wish all international colleagues working in the field of education and societal challenges to be able to join the JP family!



Markus Nikel, Italy
International Advisor, Commissioning
Consultant Documentaries
RAI

I am truly honored to be a part of the Japan Prize International Contest for Educational Media. I was amazed by the Japan Prize team’s devotion and enthusiasm and mesmerized by their organization and detailed workflow. Japan Prize is a marvelous event, dedicated to strengthening educational media content, it is groundbreaking, diverse, and inclusive. Their contribution to the nourishing of educational content around the world is outstanding and they continuously support the production of programs, especially for developing countries and regions. The whole event is an inspiration to the entire media world, and it brings cultures and people together. Congratulations on the upcoming 50th edition of the Japan Prize and greetings from Serbia!



Sonja Savić Vezmar, Serbia
International Cooperation Associate
PTB/RTV

The Japan Prize has meant so much to me and our team. It has changed the trajectory of our project The Book of Distance, and we are delighted to be a part of a tradition of raising voices in educational media, and celebrating the power of media for positive impact around the world



Randall Okita, Canada
Director
Studio Okita

I feel privileged and lucky to be a part of JP world since 2011. I was invited 3 times and all these years I found myself in a circle of quality media, producers, discussions and nice moments of educational media. Different angles and diversity have been always my priority in my professional background. Now I am glad to have such a group of friends, especially from NHK and from different far and close parts of the world. I wish many fruitful and successful years to all JP family. Hopefully together with educational media people. Bests from Istanbul.



Sevilay BOZDEMIR, Turkey
Executive Producer
TRT

