

日本賞

JAPAN PRIZE

April 10, 2010

Dear Sir/Madame,

The JAPAN PRIZE is pleased to inform you that the JAPAN PRIZE 2010 has begun accepting entries from April 1.

The JAPAN PRIZE, established by NHK as an international educational program contest in 1965, was reformed in 2008. Now it targets not only TV programs but also other linear contents, websites, educational games, and other interactive products with audiovisual contents. This was to recognize the changing circumstances facing educational media including the diffusion of information communication technologies and the initiation of digital broadcasting as well as the spread of the Internet in the field of education worldwide.

Therefore memorable the JAPAN PRIZE 2009 received 324 entries from 196 organizations from 65 countries and regions. We hope that more and more audiovisual contents will be entered and will demonstrate educational effectiveness and abundant creativity. We hope that the JAPAN PRIZE will be a unique place where people involved with educational programs and other media will learn together.

We have made one more exciting change. From this year there are no length restrictions for the linear content entries. Any length is welcome for submission. An organization may submit both a linear and non-linear entry for each category.

Enclosed please find a leaflet about the JAPAN PRIZE 2010. For more detailed information, please visit [www.nhk.or.jp/jp-prize](http://www.nhk.or.jp/jp-prize)

We sincerely look forward to receiving your entries. We would be also grateful if you would encourage your colleagues who make innovative educational content to visit our website and enter their productions.

Please feel free to contact us if you have any questions.

Best regards,

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Hiroko Sakaue  
Secretary General  
JAPAN PRIZE, NHK