

Call for Video Content for EXPO VISION Specifications Document

1 Project Name

Call for video content for EXPO VISION

2 Purpose of the Project

The Japan Association for the 2025 World Exposition (hereinafter referred to as “the Association”) is inviting submissions from around the world of videos to be shown on the “EXPO VISION”, the large screens on the stage of the EXPO Arena “Matsuri” at Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as “the Expo”).

The aim is to provide a platform for creators to present their works and create an attractive visual experience for visitors to the Expo Arena Lawn by offering a wide range of informational content.

3 Period and Place of Video Content Use

Period: From the date of signing the contract to Friday, 26 December 2025

Location: As designated by the Association

(For Reference) EXPO VISION Screening Period and Location:

Period: Sunday, 13 April to Monday, 13 October 2025

*Note: Details of the screening times and frequency are yet to be determined and cannot be guaranteed in advance, as the videos will be shown as required when there are no events taking place on the stage and lawn of the EXPO Arena “Matsuri” at the Expo site (1 Yumeshima-higashi, Konohana-ku, Osaka City, Osaka Prefecture).

4 Scope of Work

Video content to be shown on the EXPO VISION throughout the Expo period.

(1) Video Content

- Videos should represent or be related to the Expo’s theme, “Designing Future Society for Our Lives.”

- In addition, videos should feature one or more of the following:
 - (i) Contribution to the SDGs (environmental measures, human rights, etc.)
 - (ii) High-quality art content (traditional performing arts, regional attraction promotion, etc.)
 - (iii) Japanese and international cultures and subcultures
 - (iv) Advanced creativity
 - (v) Other themes that are in line with the purpose of the screening.
- (2) Content Standards
 - Videos should be between 15 seconds and 3 minutes in length.
 - Dimensions: 16:9 / 1920x1080pix
 - MP4 file
- (3) Subtitles
 - English subtitles must be included for Japanese language audio content.
 - Japanese subtitles must be included for foreign language audio content.

5. Important Points to Note on the Production of the Video Content:

- The theme and content of submitted videos must be appropriate for the Expo and relatable to many people from all over the world.
- The videos should make visitors want to come to the EXPO Arena and create a sense of anticipation and excitement for those relaxing in the EXPO Arena.
- The videos should incorporate as much cutting-edge creative expression as possible.
- The videos must not be a corporate commercial or contain overly commercial content.
- The videos must not infringe on the copyrights or portrait rights of others and must not be offensive to public morals.
- The videos must be made on the assumption that they will be shown repeatedly during the Expo.

6. Transfer of Copyrighted Work:

- (1) If all intellectual property rights (copyright) relating to the work produced in this project fall under the category of works as defined in Article 2(1)(i) of the Copyright Act (Act No. 48 of 1970), the copyright of the author of the work (meaning the rights defined in Articles 21 to 28 of the Copyright Act) shall be transferred to the Association free of charge at the time of delivery of the work and all other rights shall belong to the author.
- (2) However, the copyrights of any such works that have been held by the author shall be retained by the contractor, and they shall grant the Association and its designated persons permission to use the work free of charge to the extent necessary.

- (3) If the author uses the work as proof of their achievements, the Association shall be granted permission to use it free of charge.

7 Other

- (1) Any matters not stipulated in these specifications shall be decided on a case-by-case basis through consultation and coordination between the Association and the content creator.
- (2) Proposal materials for this call for submissions shall be submitted after completed the necessary procedures regarding copyright and portrait rights related to videos, images, etc. If any disputes regarding copyright, etc. arise, the creators will be responsible for dealing with them, and the Association will not be held responsible.