

Seoul Global AI Film Festival 2025 (SGAFF)

Rules and Regulations

1. About SGAFF

The 2025 1st Seoul International AI Film Festa (SGAFF) is a film festival dedicated to generative AI-based video content, jointly hosted by MBC, the Ministry of Science and ICT, and the Seoul Metropolitan Government.

2. Goal of SGAFF

SGAFF aims to provide an innovative platform where AI technology meets creative storytelling, discovering and supporting creators who will shape the future of the global content industry.

3. Call for Entries

- Submission Period: August 1 – August 17, 2025 (until 24:00 KST)
- Submission Method: Online submission via the official website (<https://seoul-aifesta.com/>)
- Winners Announcement: September 2025 (individual notification via email and mobile)
- SGAFF Dates: September 30 – October 2, 2025 (3 days)
 - Venue: COEX and Megabox, Gangnam-gu, Seoul
 - Program: Opening and closing ceremonies, screenings of award-winning works, conference sessions, awards ceremony, etc.

4. Competition Categories

No	Category	Description						
1	Film (Video)	Short narrative films created using generative AI						
2	Music	Music video content created with generative AI-composed music (※ A complete submission must include a music track (with Korean or English lyrics) and its corresponding music video.)						
3	K-Brand	Brand or product commercials created using generative AI ※ Refer to the table below for official competition brands						
		<table><tr><th>Company Name</th><th>Theme</th></tr><tr><td>Nongshim</td><td><Spicy Happiness In Noodles> - spicy happiness in every bite with SHIN Ramyun - The new global slogan of SHIN Ramyun, Korea's iconic ramyun that represents the bold flavor of Korean spiciness.</td></tr><tr><td>KIA</td><td><Future Mobility Life with AI> - A creative exploration of how AI-powered transportation and services could reshape our everyday lives, cities, and the way we live.</td></tr></table>	Company Name	Theme	Nongshim	<Spicy Happiness In Noodles> - spicy happiness in every bite with SHIN Ramyun - The new global slogan of SHIN Ramyun, Korea's iconic ramyun that represents the bold flavor of Korean spiciness.	KIA	<Future Mobility Life with AI> - A creative exploration of how AI-powered transportation and services could reshape our everyday lives, cities, and the way we live.
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5. Eligibility

1-1. Eligible Participants

- Open to all nationalities, genders, and age groups
 - Award winners may be invited to attend festival-related events held in South Korea and therefore must have no restrictions on entering or staying in the country
- ※ If entry or visa issuance is denied, participation in award ceremonies or related events may be restricted

1-2. Form of Participation

- Entries may be submitted individually or as a team
- For team entries, submissions must be made under the team representative's name. All matters related to rights, prize distribution, and other internal arrangements are the sole responsibility of the team. The organizers will not intervene in or be liable for any disputes among team members

6. Submission Guidelines

6-1. How to Submit

- Entries must be submitted via the official website (<https://seoul-aifesta.com/>) through the designated submission page. The entrant is solely responsible for any disadvantages resulting from omissions, errors, or incomplete information/materials submitted
- All entries must be uploaded to YouTube, and the video URL must be accurately provided in the submission form. Incorrect links or restricted access settings that prevent the video from being viewed during the judging period may result in disqualification, and all related responsibility lies with the entrant
- The submitted screening link must remain valid until October 2, 2025 (the final day of the festival)

6-2 Permitted Running Time

No	Category	Duration
1	Film (Video)	2 to 15 minutes
2	Music	1 to 5 minutes
3	K-Brand	Standard commercial lengths - 15 seconds, 30 seconds, or 1 minute

6-3 Basic Requirements

- Entries must align with the festival's purpose and theme and be created using recent generative AI technologies, with final production completed **on or after August 1, 2024**
- Premiere status should be indicated on the entry form if the work has not been shown at any other festival or platform, as this may be taken into account during judging process
- Only one work per category may be submitted by each participant
- Technical specifications: Minimum resolution Full HD (1920x1080), recommended aspect ratio 16:9, and frame rate of 24 FPS or higher
- If the video contains narration or dialogue, both the original content and a version with English subtitles must be submitted
- The submitted video will serve as the official screening copy if awarded and must be identical to the version submitted. Any edits or re-uploads after the initial submission may result in disqualification or cancellation of the award
- Works previously submitted to other festivals will only be prioritized if they have undergone new editing, re-planning, or significant additional AI-generated elements tailored to this festival. Such details must be disclosed on the submission form.

6-4 Requirements of Generative AI Usage

- Entries must utilize generative AI technologies in at least 50% of the overall video production or throughout the entire work
- The submission form must clearly state the types of generative AI tools used, their application methods, and the elements where they were incorporated

7. Copyright and Rights Clearance

- Entrants are solely responsible for securing all necessary rights and licenses, including copyright, portrait rights, intellectual property rights, and music or media clearances, for every element (e.g., images, footage, music, audio, text) of the submitted work prior to submission
- If generative AI tools (such as text, image, video generation, or voice synthesis tools) are used in the creation of the work, the entrant must ensure that all usage complies with the tool's terms of service and is cleared for commercial use
- The festival assumes no responsibility for verifying rights ownership. Any claims, disputes, or legal actions arising from unauthorized use of third-party content shall be the sole responsibility of the entrant
- To protect the copyright of the submitted work, entrants are encouraged to register their copyright with the Korea Copyright Commission
- Entrants must provide proof of rights clearance (such as contracts, license agreements, etc.) upon request and must fully cooperate in providing related documentation in the event of a dispute
- If a submitted work is suspected of copyright infringement, the entrant must submit relevant supporting documents within 7 days of notification
- If a submitted work is found to infringe upon copyright, portrait rights, or other intellectual property rights, it may be excluded from judging, have its award revoked, be withdrawn from screening, or have its selection invalidated. Any prize money, certificates, or other awards already issued must be returned in full
- If a third party files a legal claim for damages against the festival organizers due to copyright infringement or failure to secure necessary rights, the entrant shall compensate the organizers for all resulting damages and costs, including legal fees

8. Jury Process and Awards

8-1. Jury Period: August–September 2025

8-2. Winners Announcement:

Individual notifications will be sent via email or mobile in September 2025

8-3 Judging Criteria: Entries will undergo a two-round review process and will be assessed based on (1) Level of utilization of AI technology, (2) Artistic quality, (3) Creativity and originality, (4) Potential for content expansion and public appeal, etc. (Detailed evaluation criteria, processes, and results will remain confidential)

8-4 Awards and Prize Money:

- A total of 24 final award-winning works will be selected, with total prize money of KRW 150,000,000 distributed among winners.
- Screening fees for award-winning works are included in the prize money.

● Prize Money by Category

Category					
Film (Video)			Music		
Award	Prize (KRW)		Award	Prize (KRW)	
Grand (1)	50,000,000		Grand (1)	10,000,000	
Gold (1)	20,000,000		Gold (1)	3,000,000	
Silver (1)	7,000,000		Silver (1)	2,000,000	
Bronze (1)	5,000,000		Bronze (1)	1,000,000	
Finalist Award (8 works)	4,000,000 (500,000 per work)				
K-Brand					
Company	Award	Prize (KRW)	Company	Award	Prize (KRW)
Nongshim	Grand (1)	10,000,000	KIA	Grand (1)	10,000,000
	Gold (1)	3,000,000		Gold (1)	3,000,000
	Silver (1)	2,000,000		Silver (1)	2,000,000
	Bronze (1)	1,000,000		Bronze (1)	1,000,000
Total Prize (KRW)					
150,000,000					

- ※ All prize money will be paid after deduction of applicable taxes and fees
- ※ For team entries, prize money will be paid in full to the designated team representative

9. Withdrawal of Entries and Cancellation of Awards

Once a work has been selected as an award-winning entry, it cannot be withdrawn. Furthermore, if any of the following circumstances are identified, the Festival Organizing Committee and Jury reserve the right to revoke the selection or invalidate the award. In such cases, any prize money or awards already granted must be fully refunded to the organizers.

9.1 Grounds for Disqualification and Award Revocation:

- If any information provided in the entry submission is found to be false or incomplete
- If the work is confirmed to involve plagiarism, copyright infringement, violation of portrait rights, or any other legal rights issues
- If the entrant or any related party is found to have violated the law or caused public controversy
- If the submitted work contains political propaganda, obscenity, depictions of firearms or weapons, violence, blasphemy, defamation, slander, abuse, hate speech, malware, or any other harmful or security-threatening content
- If the entrant fails to respond to festival communications (including emails) within 72 hours, or repeatedly fails to respond after multiple attempts by the organizers
- If any other conduct is deemed by the festival to seriously damage the integrity, purpose, or public trust of the event

10. Submission of Materials for Awarded Works

(※ This requirement applies only to officially awarded entries)

If your work is selected as an award winner, the following materials must be submitted by the deadline specified by the Organizing Committee:

10.1 Required Materials of Awarded Work

- Final screening file of the awarded work *(must be identical to the version submitted for judging)*
- Two versions of the film if it contains narration or dialogue:
the original version and a version with English subtitles
(Technical specifications for screening will be provided upon selection)
- Script of the awarded work (English script required)

10.2 Awarded Work Information

- Synopsis *(must include an English version)*
- Still images (minimum of three)
- Additional promotional materials such as a trailer, poster, and full credits list

10.3 Applicant Information

- A copy of a valid ID and bank account information
(*for non-Korean entrants, a passport copy*)
- Director's profile photo and filmography (*English version required*)

11. Usage Rights for Awarded Works

- The organizers (MBC, Ministry of Science and ICT, and the Seoul Metropolitan Government) may use awarded works, in whole or in part, for non-commercial, public-interest purposes across official online and offline platforms (including website, YouTube, social media, posters, etc.)
- Awarded works may be used for events, promotional campaigns, and other projects organized or operated by MBC
- Awarded works may be included in press releases, broadcast programs, video materials, publications, or any other official content produced or commissioned by MBC as part of its initiatives
- Award recipients must cooperate with festival-related screenings, ceremonies, and events upon request
- For K-Brand Content winners, the sponsoring brand may use the work (in full or in part) for promotional or advertising purposes, with specific terms to be agreed upon post-award
- Submitted materials will not be returned after the submission deadline

12. General Provisions

- By submitting an entry, the entrant is deemed to have fully understood and agreed to SGAFF Rules and Regulations
- Entries must be submitted via the official website of the Seoul Global AI Film Festa (SGAFF) (<https://seoul-aifesta.com/>).
The regulations take effect once a confirmation email of receipt has been issued by the organizers
- Award winners may be asked to submit further documentation or materials to support festival operations and must fully cooperate with such requests
- For SGAFF, the organizers will collect and use personal information such as the applicant's name, contact details, email address, and affiliation. The collected information is used solely for entry verification, jury evaluation, results announcement, and future festival communications, and will not be shared with third parties.