2026 KNN International Student Short-Form Video Challenge

KNN invites international students in Busan and Gyeongnam to participate in the 2026 KNN International Student Short-Form Video Challenge. The challenge aims to strengthen students' content creation skills, showcase the appeal of Busan and Gyeongnam to the world through their perspectives, and provide opportunities to gain work experience through exchanges with local businesses.

September 29, 2026

Ⅰ Overview

1. Overview

Title	2026 KNN International Student Short-Form Video Challenge
Theme	New POV 60s "Busan and Gyeongnam Through the Eyes of International Students"
Categories	Beauty · Wellness / Travel · Culture / Everyday Spending · Services
Application Period	October 6 (Tue) – October 28 (Wed), 2026
Eligibility	International undergraduate and graduate students, including students on a leave of absence, at universities in Busan or Gyeongnam, as well as students enrolled in university-affiliated Korean language programs in these regions. ※ Only non-Korean citizens are eligible, as verified by their passports.
Host	KNN
Organizer	KNN, Study Busan Hub
Partner	Foreign Diplomatic Missions in Busan
Website	www.globalground.co.kr

※ POV stands for "Point of View." In this challenge, it refers to each participant's unique perspective. Videos are not limited to first-person filming.

2. Submission Categories

❍ Choose one of the following categories and create a video about your personal experiences, reflections, or a story you would like to share.

Category	Details	Examples
Beauty & Wellness	Beauty brands and wellness activities in Busan and Gyeongnam	• Introduce products from cosmetics brands (Dr.SANTE, BIANCURA) • Showcase wellness activities
Travel & Culture	Tourism, festivals, and cultural experiences in Busan and Gyeongnam	• Create a video featuring local culture • Introduce local attractions or festivals
Everyday Spending & Services	Experiences with financial services, shopping, and adjusting to everyday life in Busan and Gyeongnam	• Share your experiences buying products or services in Busan and Gyeongnam • Share a story about visiting a bank (BNK Busan Bank)

※ These examples are for reference only. Any format is welcome, including vlogs, skits, challenges, interviews, parodies, and animation, as long as the video fits the theme.

3. How to Apply

1. Create a short-form video	→	2. Post it on your personal social media	→	3. Apply through the official website
A vertical video of up to 60 seconds.		Choose YouTube Shorts, Instagram Reels, or TikTok.		www.globalground.co.kr

◎ Step 1. Create Your Video

❍ Create a video that reflects your own perspective and experiences within your chosen category.

- ◦ Length : Up to 60 seconds
- ◦ Format : Vertical video (9:16); 1080p resolution or higher recommended
- ◦ File Type : MP4 or MOV
- ◦ Speech and Subtitles
  - If your video includes speech, please speak in your native language and add Korean subtitles.
  - Korean subtitles are required for spoken content so that the judges can evaluate your video.
  - Videos with background music only and no speech are also accepted.
- ◦ AI Use: Generative AI may be used to create and edit your video.

◎ Step 2. Post Your Video on Social Media

- ◦ Platform : Choose one — YouTube Shorts / Instagram Reels / TikTok
- ◦ Visibility : Keep your video public throughout the judging period.
- ◦ Required Hashtags

#KNN #KNNGLOBALGROUND #KNN유학생숏폼챌린지 #pov

◎ Step 3. Submit Your Online Application

- ◦ Complete the application form on the official website.
  - Enter your participant information, submission category, video title, creative intent, and video link.

※ You may update your video link after submitting your application until the application deadline.

- ◦ Website : KNN GLOBAL GROUND — www.globalground.co.kr

※ Finalists must separately submit documents verifying their eligibility, such as a certificate of enrollment and a copy of their Residence Card

4. Schedule

Stage	Program	Date	Details
Preliminary	Application Period	October 6 (Tue) – 28 (Wed)	• Post your video on social media and submit the online application
	Preliminary Results	November 3 (Tue)	• Results posted on the official website
Final	KNN Video Production Workshop	November 6 (Fri)	• Short-form video production training and a broadcasting station tour
	Company and Institution Visits	Second week of November	• Visit participating companies and institutions and complete the final-round mission
	Final Competition & Awards Ceremony	November 26 (Thu)	• Screening of final-round videos, presentations on creative intent, and awards

※ The final competition venue and the times for each program will be announced later.

※ The schedule and programs are subject to change depending on the organizer's circumstances.

5. Final-Round Programs

① KNN Video Production Workshop and Broadcasting Station Tour

◦ Learn practical skills in short-form video planning, filming, and editing, and tour KNN's broadcast production facilities.

② Visits to Sponsoring Companies and Institutions

◦ Visit local companies and institutions to experience their products and services firsthand. Use these experiences, such as trying cosmetics or visiting tourist attractions, as material for your final-round video.

③ Final-Round Mission Video Production

◦ reate a new video of up to 60 seconds video that captures the highlights and impressions of your experience from your own perspective.

④ Final Presentations and Awards

◦ Watch the completed videos together and present your creative intent and reflections on the experience.

◦ Winning entries will be selected through evaluation by the judging panel

6. Judging Criteria

No	Criterion	Details
1	Relevance to the Theme and Message Clarity	• Does the video fit the competition theme? • Is the intended message clear?
2	Originality of Concept	• Does the video present distinctive experiences and perspectives? • Does it offer an original idea?
3	Relatability and Audience Engagement	• Is the video easy to understand and relate to? • Does it include elements that engage viewers?
4	Production Quality	• How well are the video's structure, filming, and editing executed? • Does it meet the required short-form video specifications?

※ Special Awards will be judged based on social media engagement, including likes, comments, and shares, as well as the video's communication effectiveness and suitability for broadcast.

7. Awards

Award	Winners	Prize per winner	Remarks
Grand Prize	1	1,000,000 KRW	Opportunity to appear on a KNN broadcast
First Prize	2	700,000 KRW	
Excellence Prize	3	300,000 KRW	
Encouragement Prize	5	200,000 KRW	
Special Award	2	Non-cash Prize	

※ The names of the Special Awards and details of the non-cash prizes will be announced once finalized.

8. Participant Benefits

❍ All Applicants

- ◦ An official KNN certificate of participation
- ◦ An invitation to the final competition, with a small souvenir for those who attend

❍ Finalists

- ◦ KNN video production training and a broadcasting station tour
- ◦ Experiential visits to local institutions and companies
- ◦ Souvenirs for finalists

❍ Award Winners

- ◦ An opportunity to appear on a KNN radio program

9. Important Notes

1. Eligibility

◦ Eligibility is determined as of the announcement date. Applicants who meet the eligibility requirements on that date may participate even if their enrollment status changes afterward.

2. Submitted Works and AI Use

◦ Entries must be original works planned and produced by the participants themselves. Generative AI may be used as a production tool.

3. Copyright and Consent for Filming and Image Us

◦ Participants must confirm that they have the necessary rights or permissions to use any music, images, fonts, or other materials included in their videos. They must also obtain any necessary consent from individuals appearing in the videos.

4. Application Information and Video Visibility

◦ All application information and video links must be accurate.

◦ If a video is made private or deleted during the judging period and cannot be accessed, it may not be fully considered for evaluation.

5. Disqualification and Revocation of Awards

◦ Participants may be disqualified or have their awards revoked if they are found to be ineligible, to have provided false information, to have plagiarized, or to have infringed on the rights of others

◦ Participants are responsible for any issues arising from such violations.

6. Use of Submitted Works and Event Records

◦ Submitted videos, event photographs, and event videos may be used by KNN and sponsoring companies to promote the competition and create related content, within the scope of the participant's prior consent.

10. Contact

◦ ☎ 051-850-9812 ✉ global@knn.co.kr