

JVC's Contribution to Culture and the Arts

Art and sports are the ultimate expressions of human creativity, embodying the power to attract audiences like none other. At JVC, we wish to share the thrills and excitement with people around the world. Which is why, for many years, we have actively supported a wide variety of cultural events such as musical, artistic, cultural and sporting events. And from now on, we intend to continue growing as a leading corporation in contributing to world culture.

Holding the JVC Jazz Festivals

At JVC, we naturally have a strong commitment to supporting musical events and artists. In 1984 we began holding the JVC International Jazz Festival, a series of global events held annually that give people the chance to enjoy extraordinary music performed by a lineup of legendary musicians. In the past 20 years, our support helped this event to become a firm fixture on the music calendar.

Sponsoring the Tokyo Video Festival

JVC has sponsored this venerable international video competition for professionals and amateurs since 1978. Since the festival began, organizers have accepted more than 37,000 works from 87 countries and regions, with many awarded prizes for extraordinary quality. Thanks to entries from countries with different cultural heritages, video creators from all over the world share the joys of visual creativity, experience cultural exchange, and contribute to the development of visual culture.

Supporting the World's Football Events

JVC supports many different sports in many different parts of the world. As a leading sponsor of the 2002 FIFA World Cup™ Korea/Japan, JVC helped the world's football fans to enjoy the biggest football tournament on the planet. And, ever since becoming an official partner of the UEFA European Football Championship in 1980, our relationship with football has involved various events. This stems from our wish to share the excitement of football with as many people as possible. By supplying the official products for these events, we also help bring the excitement of the arena into people's homes. That is why we go beyond being a sponsor in name only, and actively support the events behind the scenes by supplying TV monitors and CCTV equipment to the venues.



JVC International Jazz Festival



JVC Tokyo Video Festival



UEFA EURO 2004™