

ISAN Fact Sheet

- > ISAN stands for the International Standard Audiovisual Number, an ISO- standard that offers specific identifying information on all types of audiovisual works and their different versions.
- > The ISAN assigned to an audiovisual work is unique and remains the same for the life of the work, regardless of changes in ownership.
- > An ISAN may be applied to films, documentaries, television shows, televised sporting events, video games, music videos and television advertisement.
- > ISAN's success depends on its interoperability with major audiovisual standards, such as: MPEG, DVB, ATSC, ARIB, TVAnytime, Open EPG, MXF, CableLabs, VoD

ISAN REGISTRATION AGENCIES WORLDWIDE:

Agence Française ISAN	France
ISAN Berne	Switzerland
Deutschland ISAN RA	Germany
Australasia ISAN RA	Australia
Secure Path	USA
Microsoft Studios	USA
ARIBSAN	Spain



AUDIOVISUAL > WITH THE APPOINTMENT OF AN ISAN REGISTRATION AGENCY IN HOLLYWOOD, ISAN IS NOW BEING EMBRACED BY MAJOR STUDIOS AND PRIMED FOR CROSSOVER USE IN THE CULTURAL SECTOR.

ISAN: READY FOR PRIMETIME

Designed by authors and producers, ISAN is well on its way to becoming the key standard for audiovisual works for the entire cultural industry. The use of the Audiovisual Standard Number is no longer limited to the exchange of information on audiovisual works between producers and authors' societies. Now, it is a standard used by the entire audiovisual industry that fits into most industry applications and that meets the needs of all players in the supply chain. Used not only for identifying and tracing works, ISAN also ensures intellectual property rights are respected. ISAN rationalises, simplifies and increases the reliability of interactions among all parties: creators, broadcasters, content and audiovisual service providers, rights management societies and consumers.

With identification at the heart of the online market and DRM (digital rights management) systems, ISAN offers the only non-proprietary audiovisual identification solution. Major video formats have already adopted the ISAN (*see insert*) so that it may be integrated into the video signal. Other technologies are currently being examined, such as "digital fingerprints or video watermarks" which would be used in post-production of the work for greater security.

Thanks to the efforts of the ISAN International Agency to guarantee interoperability with other identification standards (like ISWC for music), the various components of an audiovisual work

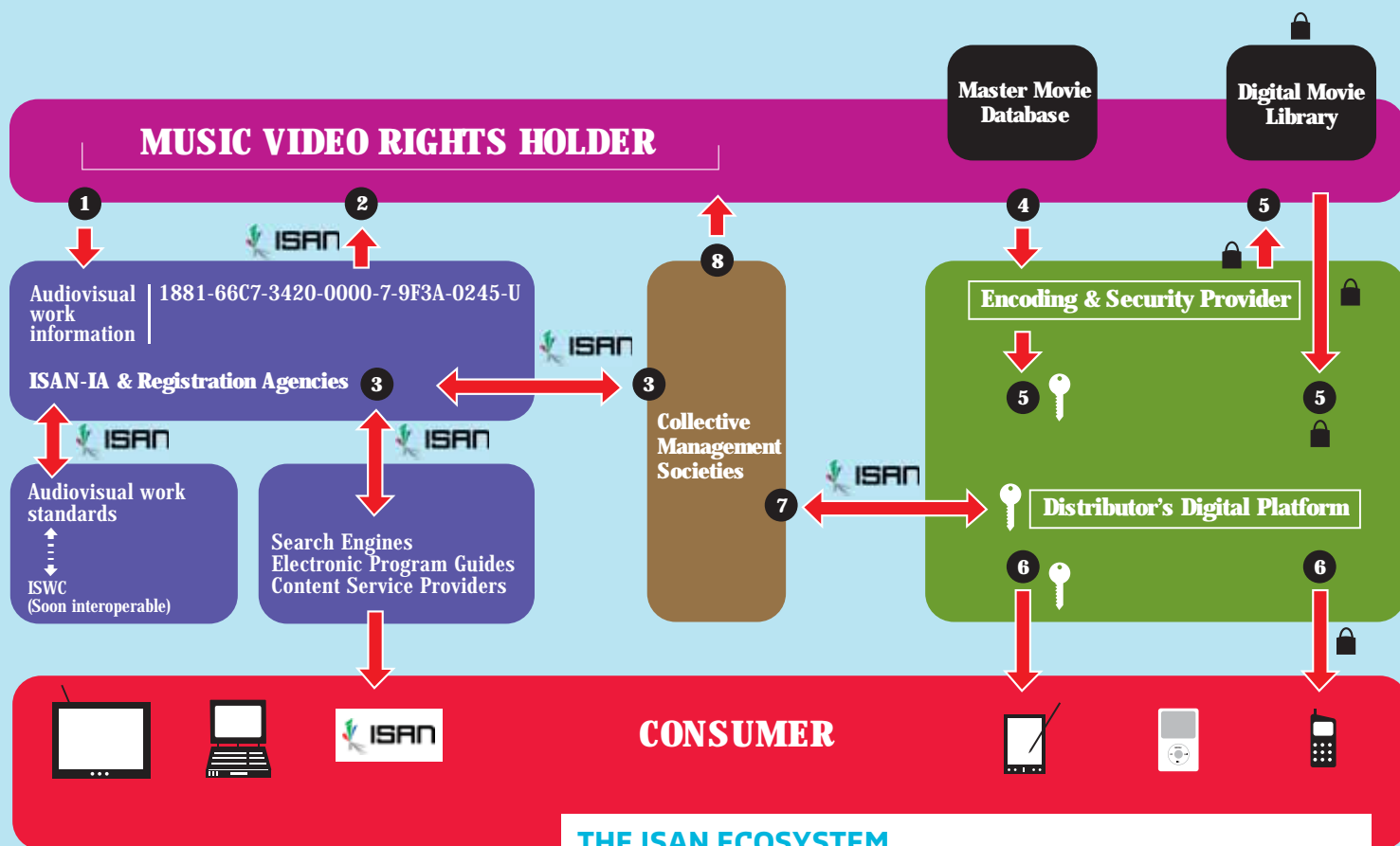
can be identified by the ISAN assigned to it. Many applications can benefit from ISAN such as cue-sheet indexation, audiovisual search engines and electronic television programme guides.

Through the recent collaboration between ISAN-IA and Microsoft, ISAN will be added as a pointer to the properties of encoded audiovisual files, thereby promoting new value-added services in the consumption of audiovisual works. By adhering to the standard, Microsoft – which joined the network of ISAN Registration Agencies in late January – provides its expertise and reputation to future developments of the identifier.

Worldwide Market Expands

Patrick Attallah, Managing Director of ISAN-IA said: "Today there is a busy worldwide market for audiovisual content. The century ahead will be defined by the digital production, presentation and delivery of these media. Microsoft is an ideal partner in helping us promote and integrate ISAN."

Los Angeles-based Secure Path was also recently appointed an ISAN registration agency in the United States. Building on established relationships with all seven MPAA member studios, the new agency is now working with post production service providers to integrate ISAN within their current workflows. Not only has Hollywood taken notice, but major producers' organisations and authors' societies have also supported the appointment of regis-



tration agencies in France, Switzerland, Germany, Australia and Spain. The ISAN International Agency is now looking to Asia and Latin America, regions with high audiovisual activity that will offer new potential growth for ISAN.

Finally, with the arrival of V-ISAN, an ISAN is now allocated to each version of a work, extending the functions of the identifier to content broadcasters. This new ISAN version simplifies the management of copyrights for the broadcasting of audiovisual content (television programmes, advertising, music video clips, etc.). With V-ISAN it is now possible not only to distinguish versions in different languages, but also the duration of the works according to their distribution channels, and the durations of the musical excerpts they contain, while keeping the same ISAN root. <

> For more information, please visit:
www.isan.org

THE ISAN ECOSYSTEM

Music videos are a prime example of ISAN's interoperability in both the music and audiovisual sectors. This diagram illustrates the lifecycle of an ISAN-assigned work from rights holder to consumer.

Steps 1 & 2: A music video is produced by a record company, the content owner and registered to a local ISAN Registration Agency; the ISAN-IA database then stores the audiovisual work information (title, original language etc.). The new ISAN is now compatible with the ISWC (International Standard Musical Work Code), which provides information on the song itself.

Step 3: The related ISAN is then circulated to collective management societies, online search engines, programme guides, and content service providers. ISAN work information is now accessible to consumers.

Step 4: The ISAN-assigned music video is then entered into the content owner's master movie database, which can then be encoded and encrypted.

Step 5: Once securely digitised, the music video is then redirected to either the rights holder's digital music library or to a distributor's digital platform.

Step 6: The encrypted work may now be securely delivered to the consumer through a variety of electronic devices.

Step 7: Thanks to the easy identification of the work provided by the ISAN, information on the use of the music video is sent directly to the collective management society.

Step 8: The music author and music video creator are promptly remunerated for the use of their works.