



Contact:
Régis FLAD
regis.flad@isan.org
+41(0)22 545 10 02

ISAN and EIDR to Provide Seamless Registration of Content IDs to Leverage the Strengths of Both Systems

Geneva, December 12, 2012. Entertainment ID Registry (EIDR) and the International Standard Audiovisual Number International Agency (ISAN-IA) have embarked on efforts to support seamless registration of content IDs in either system to enable content producers and distributors to take full advantage of the capabilities of both systems. ISAN-IA has established a broad network of regional Registration Agencies (RAs) offering hands-on, personalized service to many thousands of content producers and other organizations of all sizes around the globe. EIDR has built an automated content ID system designed to integrate with enterprise IT applications and support the infrastructure requirements of global digital distribution and content management systems. Together, EIDR and ISAN can offer a combined service to the content industry that meets the needs of the broadest spectrum of content producers and distributors.

ISAN-IA and EIDR plan to link the two systems so that any ISAN registrant can obtain alternate EIDR IDs whenever needed in EIDR-based solutions. Similarly, EIDR registrants should be able to obtain alternate ISAN IDs to link their EIDR ID hierarchies into ISAN-based solutions. The two IDs and ID systems will be linked and cross-mapped to ensure easy interoperability for all users.

The two organizations also have established focused working groups to address any ongoing technical and operational issues and [have jointly published a mapping of their metadata schemas](#). A priority for both organisations is to ensure that their respective registrants can maximize their investments in either, or both, systems by ensuring backward and forward compatibility and ultimately guaranteeing the ability of registrants in either system to obtain the full benefits of registration without incurring duplicate registration costs. Jud Cary of EIDR and Keith Hill of ISAN have been designated as Board-level executives to work on these issues, together with the Executive Directors of both organizations.

For further information contact:

www.eidr.org [Don Dulchinos, Executive Director]

www.isan.org [Regis Flad, Managing Director]

