



**ISAN**

INTERNATIONAL STANDARD  
AUDIOVISUAL NUMBER

## Expression of Interest

---

ISAN International Agency  
Document reference: ISAN-AP-01

Date: June 2005  
Version: 1.2

## Introduction

The Expression Of Interest (EOI) is the first phase of the ISAN Registration Agency (RA) accreditation and appointment process.

The aim of the expression of interest (EOI) is to provide the ISAN International Agency (ISAN-IA) with a set of non-binding information related to the organization's interest in becoming an ISAN Registration Agency in its chosen market, and to check its compliance with the ISO 15706 standard.

After approval of the EOI by ISAN-IA, the prospective RA (the organization candidate) will be asked to provide a detailed business case (i.e. implementation plans, business plan, market coverage, details on its IT infrastructure, type of customers, services offered, pricing, etc... ).

All the information provided in this document is to be considered as public (unless otherwise specified), and therefore the organization sending this EOI allows the ISAN International Agency to publish its contents on its website, [www.isan.org](http://www.isan.org).

Please send this document by email and post, duly completed in English to:

**ISAN International Agency**

26 rue de Saint Jean  
1203 Geneva  
Switzerland

to the attention of Patrick Attallah

For any question or clarification, please contact:

Patrick Attallah – CEO & Managing Director

Email: [patrick.attallah@isan.org](mailto:patrick.attallah@isan.org)

Tel.: + 41 22 545 10 00

Fax: + 41 22 545 10 40

## General Information about your Organization

<b>Organization's Name</b>	Please specify here the name your Organization, not the RA's name.
	Entertainment Merchants Association
<b>Acronym (if any)</b>	EMA
<b>Main Address</b>	16530 Ventura Blvd, Suite 400, Encino, CA 91436
<b>Zip Code</b>	91436
<b>City Name</b>	Encino
<b>Country</b>	United States
<b>Web Site</b>	www.entmerch.org
<b>Main email address</b>	@entmerch.org
<b>Phone numbers</b>	818-385-1500
<b>Fax number</b>	818-385-0567
<b>Organization's Legal Type</b>	501 (c) (6)
<b>Place &amp; Date of incorporation</b>	State of Delaware, 7/21/1987
<b>Registration number</b>	2132727
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	Mark Fisher
<b>Job Title</b>	VP/Strategic Initiatives
<b>Job Function</b> (brief description)	Membership sales & support & communication; Facilitate Intra-Industry Committees (Operations, Loss Prevention, Retailing); Misc
<b>Email</b>	mfisher@entmerch.org
<b>Phone numbers</b>	818-385-1500 x256
<b>First &amp; Last Names</b>	
<b>Job Title</b>	
<b>Job Function</b> (brief description)	
<b>Email</b>	
<b>Phone numbers</b>	

## Description of your Organization's Activities

<p><b>Main Activities</b></p>	<p>Please give a brief extensive description of your organization main activities.</p> <ol style="list-style-type: none"> <li>1. Legislative advocacy on behalf of the home entertainment (DVD, digital video distribution, videogame) industry.</li> <li>2. Facilitate intra-industry communication and networking.</li> <li>3. Establishment of intra-industry recommended "standards" or best practices.</li> <li>4. Operate annual industry convention.</li> </ol>
	<p>You can provide an organization chart of your organization (which will not be published)</p> <p>11</p>
<p><b>Financial information on the last 3 years activities</b></p>	<p>If you wish ISAN-IA not to publish some financial information you are providing, please do send them as an attachment. Please provide here public financial information.</p> <p>2005 net income = \$207,000          2006 net income = \$498,000          2007 net income = \$506,000</p>

## Information about the Prospective ISAN Registration Agency (RA)

<b>Name of Prospective RA</b>	Please provide the name of the ISAN prospective Registration Agency.
	Entertainment Merchants Association
<b>Prospective RA's Market</b>	Please specify the market the prospective ISAN RA intends to cover (i.e. specific country, region, specific customers' types, specific organization's members, etc...)
	US content providers distributing episodic television programming and movies and other a/v content digitally and, possibly, via DVD. Primarily, but not limited to, EMA member companies.
<b>Prospective RA Founding Organization(s)</b>	Please provide information on the different organizations (if any) founding the prospective RA
	EMA was formed in mid 2007 by the merger of VSDA (Video Software Dealers Association) and IEMA (Interactive Entertainment Merchants Association).
<b>Evidence of support from audiovisual organization</b>	Please provide information about the organization(s) (i.e. producers, broadcasters, platform operators, etc...) that support your ISAN RA candidacy in the market which you intend to service ISAN. Letters of support can be attached to this EOI.
	Not yet available.
<b>Organization's Interest in becoming an ISAN Registration Agency.</b>	Please provide information and reasons of why your organization wants to become an ISAN Registration Agency in the specified market or territory.
	Becoming an ISAN RA fits with EMA's not-for-profit mission to serve the home entertainment industry and to minimize supply chain costs for our members. Establishing and promoting ISAN as a unique identifier, primarily for digital download products, assists in the evolution of an efficient supply chain for digital distribution.

## Information about the prospective RA's Implementation Plans

<b>Prospective RA Commencement Date</b>	Please provide information on when the prospective RA intends to start offering the ISAN services in its market
	Fall '08
<b>Prospective RA's Customers</b>	Please provide information on customers the prospective RA intends to offer ISAN services to (type of customers, number of customers)
	Content providers of a/v work "sold or rented or streamed based on subscription" over the Internet. Core of six major studios, plus a substantial number of secondary content providers.
<b>Prospective RA potential ISAN Work Registration</b>	Please provide information on the number of potential audiovisual new work registrations for ISANs the prospective RA intends to tackle in its market on a yearly basis.
	~ 7,500 versions of a/v work released for digital distribution (this is a "back-of-the-envelope" calculation and will be refined over the next couple months)
<b>Prospective RA potential Existing Catalog</b>	Please provide information on the number of potential existing audiovisual work registrations for ISANs the prospective RA intends to tackle in its market.
	If you are in the business of managing audiovisual works, please provide relevant information on the size of the current repertoire of audiovisual works that you manage.
	Unknown at this time.
<b>Prospective RA potential Other Services Offering</b>	Please provide information and a brief description on any other services beside ISAN services the prospective RA intends to provide in its market.
	Related services include metadata standardization and possibly a data exchange.

## Prospective RA's Other Information and Comments

By sending the Expression of Interest, the Organization accepts the ISAN RA's accreditation process, as described in the document 'Term of Reference' available on [www.isan.org](http://www.isan.org).

This Expression of Interest is not a legally binding document. Organizations candidates completing the Expression of Interest and returning it to ISAN-IA should not therefore expect that it would constitute in any formal commitment or contractual engagement for either themselves or the International Agency. A binding agreement will only be signed after formal appointment by ISAN-IA's Administration Committee of the prospective RA.

Organization Name:

Date

Entertainment Merchants Association

5/8/08

Mark Fisher  
Name of person signing the EOI

  
Signature