



# ISAN

INTERNATIONAL STANDARD  
AUDIOVISUAL NUMBER

## Expression of Interest

---

ISAN International Agency  
Document reference: ISAN-AP-01

Created: June 2005  
Last updated: May 2008  
Version: 1.3



## 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**

30 rue de Saint Jean

1203 Geneva

Switzerland

to the attention of Patrick Attallah

For any question or clarification, please contact:

Patrick Attallah – 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. Av-tuottajien tekijänoikeusyhdistys Tuotos ry
<b>Acronym (if any)</b>	
<b>Main Address</b>	Mechelininkatu 21 A 7
<b>Zip Code</b>	FI-00100
<b>City Name</b>	Helsinki
<b>Country</b>	Finland
<b>Web Site</b>	www.tuotos.fi
<b>Main email address</b>	tuotos@tuotos.fi
<b>Phone numbers</b>	+358 9440 471
<b>Fax number</b>	+358 9440 477
<b>Organization's Legal Type</b>	Association
<b>Place &amp; Date of incorporation</b>	Helsinki, 22th January 1998
<b>Registration number</b>	174586
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	Kirsi Niittyinperä
<b>Job Title</b>	executive director
<b>Job Function</b> (brief description)	
<b>Email</b>	kirsi.niittyinpera@tuotos.fi
<b>Phone numbers</b>	+358 9440471
<b>First &amp; Last Names</b>	Sarah Kullman
<b>Job Title</b>	adiministrative assistant
<b>Job Function</b> (brief description)	
<b>Email</b>	sarah.kullman@tuotos.fi
<b>Phone numbers</b>	+358 9440471

## 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>											
	<p>Tuotos is the copyright association for audiovisual producers in Finland. Tuotos negotiates agreements as well as collects and distributes copyright payments to producers. Tuotos follows the development of copyright law and safeguards producers' interests in legislative work. Tuotos licences Finnish films for educational purposes and offers general information and training in copyright and related matters.</p>											
<p><b>Number of Employees</b></p>	<p>You can provide an organization chart of your organization (which will not be published)</p> <p>Tuotos has three employees.</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>											
	<table border="1"> <thead> <tr> <th></th> <th>2007</th> <th>2008</th> <th>2009</th> </tr> </thead> <tbody> <tr> <td>Total assets</td> <td>1.355.593,48</td> <td>1.304.434,58</td> <td>1.141.306,62</td> </tr> <tr> <td>Collected revenues</td> <td>697.443,41</td> <td>927.206,30</td> <td>918.974,39</td> </tr> </tbody> </table>		2007	2008	2009	Total assets	1.355.593,48	1.304.434,58	1.141.306,62	Collected revenues	697.443,41	927.206,30
	2007	2008	2009									
Total assets	1.355.593,48	1.304.434,58	1.141.306,62									
Collected revenues	697.443,41	927.206,30	918.974,39									


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

<b>Name of Prospective RA</b>	Please provide the name of the ISAN prospective Registration Agency.
	ISAN-Suomi or ISAN-Finland
<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...)
	Finland
<b>Prospective RA Founding Organization(s)</b>	Please provide information on the different organizations (if any) founding the prospective RA
	Av-tuottajien tekijänoikeusyhdistys Tuotos ry
<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.
	Association of Independent Producers in Finland (SATU ry) Central organization of Finnish Film Producers (SEK) Finnish National Group of IFPI (ÄKT ry)
<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.
	As being the copyright association for audiovisual producers in Finland Tuotos' main function is to improve and safeguard the rights of producers. Hence, ISAN is of great importance to us.

--	--

## 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
	As soon as possible
<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)
	All Finnish producers
<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.
	Approximately 800 per year
<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.
	Approximately 8.000
<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.
	Besides ISAN Tuotos' other functions will continue as described above.

## 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

Av-tuottajien tekijänoikeusyhdistys Tuotos ry

Helsinki, 9th April 2010

Kirsi Niittyinperä



Name of person signing the EOI

Signature