



# ISAN

INTERNATIONAL STANDARD  
AUDIOVISUAL NUMBER

## Expression of Interest

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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 – 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>	TV Guide Data Solutions, Inc., a subsidiary of Gemstar-TV Guide International, Inc. ("Gemstar TV Guide"), a wholly-owned subsidiary of Macrovision Solutions Corporation
<b>Acronym (if any)</b>	TVG DS
<b>Main Address</b>	6922 Hollywood Boulevard 2 <sup>nd</sup> Floor
<b>Zip Code</b>	90028
<b>City Name</b>	Los Angeles
<b>Country</b>	United States
<b>Web Site</b>	<a href="http://www.macrovision.com">www.macrovision.com</a>
<b>Main email address</b>	<a href="mailto:legal@macrovision.com">legal@macrovision.com</a>
<b>Phone numbers</b>	Phone: (323) 817-4600
<b>Fax number</b>	Fax: (323) 817-4623
<b>Organization's Legal Type</b>	Corporation
<b>Place &amp; Date of incorporation</b>	Delaware, January 13, 1999
<b>Registration number</b>	73-1558837 (FEIN)
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	John Moakley
<b>Job Title</b>	Senior Vice President, Data Solutions, Gemstar TV Guide
<b>Job Function</b> (brief description)	Mr. Moakley leads Gemstar TV Guide's data collection and distribution business, the Data Solutions Group. This group is responsible for creating, developing and delivering TV Guide's data products and services.
<b>Email</b>	<a href="mailto:john.moakley@tvguide.com">john.moakley@tvguide.com</a>
<b>Phone numbers</b>	+1.610.293.8849
<b>First &amp; Last Names</b>	Michael Panagis
<b>Job Title</b>	Vice President, Product Management, Data Solutions, Gemstar TV Guide
<b>Job Function</b> (brief description)	Mr. Panagis is responsible for the development and sales of data products and services for the Data Solutions Group of Gemstar TV Guide.
<b>Email</b>	<a href="mailto:michael.panagis@tvguide.com">michael.panagis@tvguide.com</a>
<b>Phone numbers</b>	+1.610.293.4809

## 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>Gemstar-TV Guide International, Inc. is a leading global media, entertainment, and technology company that develops, licenses and distributes products and services that maximize the video guidance and entertainment experience for consumers. Gemstar TV Guide's businesses include: television channels, magazine publishing, websites, interactive program guide services and products, and intellectual property licensing.</p> <p>Gemstar TV Guide is a subsidiary of Macrovision Solutions Corporation (NASDAQ:MVSND). Macrovision Solutions enables the digital home entertainment experience by allowing businesses to protect, enhance and distribute digital goods to consumers across multiple channels. The Macrovision Solutions technologies are deployed by companies in the entertainment, consumer electronics, cable and satellite, and online distribution markets to solve industry-specific challenges and bring greater value to their customers. Today, the company provides connected middleware, metadata on music, games, movies and television programming, media recognition, interactive programming guides as well as operating entertainment portals <a href="http://www.tvguide.com">www.tvguide.com</a> and <a href="http://www.allmusic.com">www.allmusic.com</a> and copyright protection.</p> <p>The Data Solutions Group of Gemstar TV Guide is responsible for the creation, deployment and management of entertainment data and metadata. The data can range from scheduling information to basic metadata around entertainment programs both past and present. Additionally, the Data Solutions Group provides enhanced metadata around programs, celebrities, events and organizations.</p>
	<p>You can provide an organization chart of your organization (which will not be published)</p>
<p><b>Number of Employees</b></p>	<p>Gemstar TV Guide has approximately 1700 employees worldwide, and TV Guide Data Solutions has approximately 200 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>
	<p>Please find attached TV Guide Data Solutions' financial reports for 2005, 2006 and 2007.</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.
	TV Guide Data Solutions, Inc.
<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...)
	Production companies, studios, content producers and television channels in the United States and Canada
<b>Prospective RA Founding Organization(s)</b>	Please provide information on the different organizations (if any) founding the prospective RA
	Gemstar-TV Guide International, Inc.
<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.
	Gemstar TV Guide has very strong existing relationships with content producers and broadcasters. It has not specifically asked for formal expressions of support from these partners, but it can certainly do so if required.
<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.
	Gemstar TV Guide has been in the business of gathering scheduling and programming information for audiovisual works since 1955. Over the years, it has collected information on more than 1.7 million audiovisual works; each uniquely identified in its database and tagged with enhanced metadata. Such collection and processing is the responsibility of the Data Solutions Group.
	Gemstar TV Guide's mission is to provide video guidance products and services across multiple media platforms that maximize the consumer's personal entertainment experience. We believe that a key component to providing the best experience for consumers is the entertainment industry's extensive adoption of a standard such as ISAN to properly identify, track and manage audiovisual works, combined with the provision of rich metadata, to enable distributors and broadcasters to create rich experiences for the consumers of audiovisual works.
	Gemstar TV Guide believes that it is very well positioned to act as a registration agency for ISAN. It has already compiled a database of over 1.7 million uniquely identified program records. Furthermore, it has made a multi-million dollar investment to enhance its metadata infrastructure to better acquire, create, maintain and distribute audiovisual program metadata, which will continue in 2008 and beyond. Finally, it has a team of

	<p>over 200 people in the Data Solutions Group who are dedicated to the acquisition and maintenance of metadata.</p> <p>Gemstar TV Guide believes that it can significantly help in the adoption of the ISAN standard by utilizing its existing database of uniquely identified audiovisual works.</p>
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## 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
	April 2008
<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 major creators of audiovisual programs (studios, content producers), the top 8 to 12 of which will probably account for the majority of new audiovisual works created and distributed in the U.S. and Canada.
<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.
	In addition to possibly registering the over 1.7 million existing audiovisual works in its database, Gemstar TV Guide believes that it can help in the registration of over 20,000 new audiovisual works on an annual basis.
<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.
	Gemstar TV Guide presently has a database of over 1.7 million uniquely identified audiovisual works, with extensive metadata attached to each work.
<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.
	Gemstar TV Guide offers a number of services as follows: <ul style="list-style-type: none"> <li>▪ Interactive and electronic program guides for linear television programming via television (both on specialized cable and satellite set-top boxes), via the Internet and via mobile phones.</li> <li>▪ TV Guide online. An entertainment information website.</li> <li>▪ Entertainment data products and services, which include providing enhanced data and services around the creation, management and distribution of entertainment data.</li> </ul>

## Prospective RA's Other Information and Comments

Gemstar TV Guide is a strong supporter of the ISAN standard and is fully dedicated to its wide acceptance and use within the industry. Gemstar TV Guide believes that it is well-positioned to help in the acceptance and use of this standard. It has made significant investments in its technological infrastructure which will position Gemstar TV Guide as one of the best companies to help create, manage and distribute ISAN numbers to industry players, like production companies, studios and other content producers. Gemstar TV Guide's existing database of over 1.7 million uniquely identified audiovisual works could enable the assignment of millions of ISAN numbers in the matter of a few months.

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.

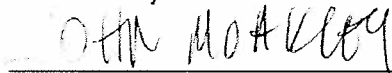
Organization Name:

Date

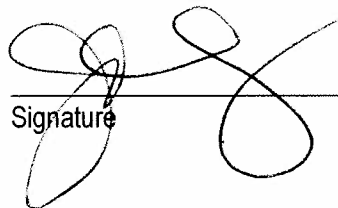
TV Guide Data Solutions, Inc.

8/13/08

John Moakley



Name of person signing the EOI



Signature