

## **How to get an ISAN for your titles to be distributed on HD DVD and Blu-ray discs.**

You want to distribute your audiovisual content on the new high definition optical discs HD DVD and Blu-ray; you'll need to have an ISAN code for that:

**Contact your local ISAN Registration Agency in your country**

*Full list of the [Registration Agencies](#) on our web site.*

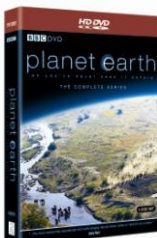
**or the [ISAN International Agency](#) in Geneva (Switzerland)**

**to become an ISAN Registrant**

**The standard AAC** (Advanced Access Content System), the encryption system used on HD-DVD and Blu-ray discs for content distribution and digital rights management, has made ISAN mandatory as the content ID of reference.

An ISAN uniquely distinguishes one audiovisual work from all other audiovisual works. **An ISAN is a centrally registered and permanently assigned reference number.** The work it references is identified by a metadata set. As a unique identifier, the ISAN and its related metadata set are useful in a wide range of computerized applications, particularly those which involve databases or the exchange of information about audiovisual works and related versions.

There are lots of benefits in getting an ISAN for an audiovisual work as **this identifier is compatible with many standards and platforms**, including: DCI (Digital Cinema), MPEG, DVB, ATSC, TV-Anytime, Apple iTunes, Microsoft Xbox & Zune, Windows Media Encoder, Cablelabs, VoD, Harris, Blue Order and WAEA, to name a few.



***For more information:***

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