

PRESS RELEASE – FOR IMMEDIATE RELEASE



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ISAN EXPANDS TO THE NETHERLANDS

New ISAN Registration Agency, ISAN NL, now open for business.

Geneva (CH) – May 10th, 2006 – ISAN International Agency (ISAN-IA) announced today the appointment of its first Registration Agency in Northern Europe, ISAN NL (www.nl.isan.org), founded and supported by **VEVAM**, **SEKAM** and **SEKAM VIDEO**.

“ISAN NL is the eighth ISAN registration agency appointed to date, after AF ISAN in France, ISAN Berne in Switzerland, RA Deutschland in Germany, ARIBSAN in Spain, Australasia ISAN RA in Australia, Secure Path and Microsoft Studios in the USA”, said Patrick Attallah, chief executive officer of ISAN-IA. “I welcome ISAN NL to the community of registration agencies and the ISAN ecosystem. ISAN NL is an ideal partner for the Dutch industry for ISAN-IA by virtue of their role and proven track record. Thanks to their commitment, the ISAN Service will soon be available for producer and broadcasters in this market.”

“We feel that the ISAN global unique ID is a major step forward towards an efficient and secure identification and metadata system for audiovisual content today and for the future” says Remco Snoek managing director of ISAN NL.

ISAN (International Standard Audiovisual Number) is a voluntary numbering system for the identification of audiovisual works. ISAN gives registered works a unique, permanent, internationally recognized reference number, identifying the work and its related versions at every point of its lifecycle. ISAN is designed to be read by humans and processed in information systems, as a 24-bit hexadecimal digit.



ISAN 0000-0000-4F8C-0000-H-0000-0000-N

ISAN is more than a number; it is a complete identification service, linking works to associated metadata by the registrant. ISAN is an important aid in providing and promoting audiovisual content. When implemented, ISAN will allow users to look up and use a globally unique, internationally recognized and permanent reference number for each audiovisual work registered in the ISAN-IA system. ISAN will be used in production and distribution systems, broadcasting applications and electronic program guides.

ISAN-IA invites Dutch producers, broadcasters and post-production companies to contact ISAN NL www.nl.isan.org and begin the registration process.

About ISAN

The International Standard Audiovisual Number is a human and machine-readable number allowing users to uniquely identify A/V works and different versions of works. Together with web based registration and querying services provided by an ecosystem of supporting organizations, ISAN is the complete solution to audiovisual content identification.

ISAN is designed to help producers, distributors, broadcasters, scriptwriters, artists or rights-holders of audiovisual works to accurately track the use of their works and aid in providing, promoting and protecting them. Consumers will also benefit from ISAN, which can form the basis for sophisticated retrieval of programmes or information about them via advanced media services, e.g. digital TV electronic program guides and internet search engines.

The ISAN International Agency (ISAN-IA), founded by AGICOA, CISAC and FIAPF, maintains the central database of ISANs and associated metadata, and appoints and coordinates a worldwide network of ISAN Registration Agencies (ISAN RAs), servicing authorized ISAN users. For more information, please visit www.isan.org.

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