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ISAN-IA APPOINTS MICROSOFT AS REGISTRATION AGENCY

New international standard for audiovisual identification will help deliver better entertainment experiences for films, videos and games.

Geneva, Switzerland – February 1, 2006 – ISAN International Agency (ISAN-IA) announced that Microsoft Corp. has been appointed as an authorized registration agency for the International Standard Audiovisual Number system.

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 number.



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 registration agencies have been established to serve specific sectors of the audiovisual industry and will accept and process applications for ISAN codes and help content producers assign the actual numbers to specific works including games, videos, films and other audiovisual content.

ISAN-IA, in conjunction with other ISAN registration agencies worldwide and Microsoft, will;

- regionally manage individual applications of registrants and ISAN registrations;
- service readers accessing the ISAN database for consultation and inventory management purposes;
- generate local awareness through targeted marketing of ISAN based solutions;
- educate industry leaders on the advantages of ISAN registration and familiarize them with the registration process.
- drive adoption and usage of new metadata that includes content ratings systems and codes that will provide consumers and especially parents new and improved ways to evaluate their viewing choices for themselves and their families.

"By combining our expertise in digital media and audiovisual identification, ISAN-IA, ISAN registration agencies and Microsoft will work together to help our mutual customers achieve their business goals and objectives in commercial media in new and efficient ways," said **Rich Lappenbusch**, director of media standards business strategy at Microsoft.

"While the printing press and the mass market in books have enabled global culture, film and television have achieved a similar take-up, defining the 20th century. And today there is a busy worldwide market for audiovisual works. The century ahead will be defined by the digital production, presentation and delivery of these media. Microsoft is an ideal ally in helping us promote and integrate ISAN. We welcome Microsoft to the community of ISAN Registration Agencies and the ISAN ecosystem. " said **Patrick Attallah**, Managing Director of ISAN-IA.

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.