

The **ISAN International Agency (ISAN-IA)** is proud to announce the arrival of three new investors:

Agence Française ISAN (**AF ISAN**), Agencia Iberoamericana del Registro ISAN (**ARIBSAN**) and **Secure Path Technology LLC**.

The three companies are existing ISAN Registration Agencies in France, Spain and the US and, through their investment, bring additional strength and resources to ISAN-IA.

ISAN-IA was established in 2003 by **AGICOA** (International Association for the Collective Management of Audiovisual Works) **CISAC**, (International Confederation of Societies of Authors and Composers) and **FIAPF**, (International Federation of Film Producers' Associations). ISAN-IA is the international agency accredited by the **International Standards Organisation** to manage standards ISO 15706-1 (ISAN) & ISO 15706-2 (V-ISAN)

Together with founding members AGICOA and CISAC, the new Associate Members bring additional investment to the ISAN project, thus enabling the broadening of ISAN services to facilitate the uptake and expansion of the Standard by the Audiovisual Industry globally.

ISAN's central database is the unique global resource for all kinds of audiovisual works and their multiple versions, enabling reliable, unique identification regardless of language or country barriers. Major players in the audiovisual market have begun to adopt ISAN as the pivotal Content Identifier to be included with their internal systems to harmonize the exchange of information across all digital media platforms.

On July 9<sup>th</sup>, ISAN-IA's Board elected Eric Baptiste as Chairman. Mr. Baptiste is Director General of CISAC (International Confederation of Societies of Authors and Composers) and has been instrumental in providing leadership and vision to ISAN-IA since its inception. The Board warmly thanked outgoing Chairman Lawrence Safir for his invaluable contributions to bringing ISAN-IA to the successful position it has today.

*"The ISAN standard is now in a major expansion phase" – said Eric Baptiste, Chairman, ISAN IA – "This new investment will allow ISAN-IA to broaden its geographic reach and enhance the level of service to the Audiovisual Industry".*

*"The ISAN database today has over 550,000 audiovisual works registered and is growing annually at 28% and forecasted to increase significantly in the coming years" added Régis Flad, newly-appointed Interim General Manager of ISAN-IA.*

Current targets indicate that database registrations will pass the 1,000,000 ISAN mark by 2011. The ISAN database includes feature films, trailers, shorts, documentaries and all types and genres of television programs, as well as video games, music and ads.

ISAN-IA's strategy is to license the exploitation of the commercial side of the database to a third party in order to allow the International Agency to focus its efforts on its core business of maintaining the central ISAN Database, promoting the standard and increasing ISAN adoption globally throughout the audiovisual industry.



At the July 9<sup>th</sup> meeting, ISAN-IA's Board awarded the exclusive Global License Agency to US-based Secure Path Technology LLC to support the accelerated development of the ISAN database licensing and querying services. Secure Path has been the exclusive US License Agency since 2007, as well as a key promoter of the ISAN Standard, accounting for nearly 50% of global ISAN registration activity. Based in Los Angeles, Secure Path is at the centre of the film production community, the market segment which will contribute to the major growth in the adoption of the ISAN Standard.

The ISAN network is composed of 18 Registration Agencies covering Western and Eastern Europe, Northern and Latin America, Australia and Asia. Other ISAN Registration Agencies are expected to open their doors in the coming months.

The new Associate Members:

- Agence Française ISAN (AF ISAN), based in Paris (France), was the first ISAN Registration Agency to be appointed, in December 2004. It has been established as a partnership between audiovisual producers' and authors' collecting societies ANGOA (Agence Nationale de Gestion des Œuvres Audiovisuelles), ARP (Société Civile des Auteurs Réalisateur Producteurs), PROCIREP (Société des Producteurs de Cinéma et Télévision), SACD (Société des Auteurs et Compositeurs Dramatiques) and SCAM (Société Civile des Auteurs Multimedia), in close connection with French movie & TV producers' organisations. AF ISAN ensures the promotion of the ISAN standard in France, and has been particularly successful in achieving registration of most of the "backstock" catalogue of French audiovisual works.
- SECURE PATH is located in Los Angeles (US); the company provides digital media asset registration and data management solutions for the media and entertainment industry, including every MPAA film studio, television networks, and independent producers. It was appointed an ISAN Registration Agency in 2005 and it is very active in offering ISAN registration services in the USA, especially for the US film Studios.
- Agencia Iberoamericana del Registro ISAN (ARIBSAN), based in Madrid (Spain), was appointed an ISAN Registration Agency in February 2006. Co-founded by EGEDA (Audio-Visual Producers' Rights Management Association), FAPAE (Spanish Federation of Audio-Visual Producers), SDAE (Digital Society of Authors and Publishers) and SGAE (Spanish Society of Authors Composers and Publishers), and with the incorporation of AISGE (Artistas Interpretes Sociedad de Gestión) as an Associate Member since 2008, it provides the ISAN registration services to the Spanish and Latin-American audiovisual industry.

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For more information, contact Regis Flad: [regis.flad@isan.org](mailto:regis.flad@isan.org) - +41 (0)22 545 10 02

Visit [www.isan.org](http://www.isan.org) for further information about ISAN (International Standard Audiovisual Number)

