

PRESS RELEASE - For immediate release

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ISO STANDARD AUDIOVISUAL NUMBERING SYSTEM AGENCY APPOINTED FOR AUSTRALIA AND NEW ZEALAND

Sydney, Geneva, October 14th 2005 –

An agency for allocating permanent unique identity to audiovisual works has been appointed for Australia and New Zealand. To be known as ISAN Australasia, the agency has been founded by the region's leading rights collection societies for film and music respectively, Screenrights (www.screen.org) and Australasian Performing Right Association Ltd (APRA) (www.apra.com.au). Both have been appointed by ISAN International Agency.

The revolution in digital media technologies has led to a significant increase in the production of new audiovisual works, and the emergence of many new opportunities to exploit and repurpose existing back catalogue material.

While ISAN is perfectly designed to assist producers and rights holders to track the use of any version of any audiovisual work, in any format and at any time in its lifecycle, the key to its value is the registration services, provided by ISAN Registration Agencies, such as ISAN Australasia.

ISAN AUSTRALASIA is the third registration agency appointed to date, after AF ISAN in France, and ISAN Berne in Switzerland. Several organizations worldwide have submitted expressions of interest to become ISAN Registration Agencies and these are currently being processed.

Simon Lake, Screenrights CEO, said "The audiovisual media industry needs to share its treasures and track their use, and for that we now have a standard number, which gives works a universal, unique and flexible identity. Producers,

broadcasters and rights holders will soon be able to register their works with the ISAN Australasia service, to get the most out of their content.”

Patrick Attallah, the Managing Director of the ISAN International Agency (ISAN-IA) said “I welcome ISAN Australasia to the community of registration Agencies and the ISAN ecosystem. Screenrights and APRA are ideal partners for ISAN-IA by virtue of their central role and proven track records. Thanks to their commitment, the ISAN Service will soon be available for this important market.”

About ISAN

The **International Standard Audiovisual Number** (ISAN: ISO-15706) 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.

About Screenrights and APRA

Screenrights is the trading name of the Sydney based **Audio-Visual Copyright Society Limited**, a non-profit copyright collecting society for producers, distributors, script writers, music copyright owners, rights owners in artistic works and sound recordings, and other rights owners in film. The **Australasian Performing Right Association (APRA)** is the non-profit association that collects and distributes Australian and New Zealand copyright royalties for music creators and publishers from around the world.