

ISAN: the Global ID for AV Content

Unique and Permanent Identification
of Audiovisual Works



INTERNATIONAL AGENCY

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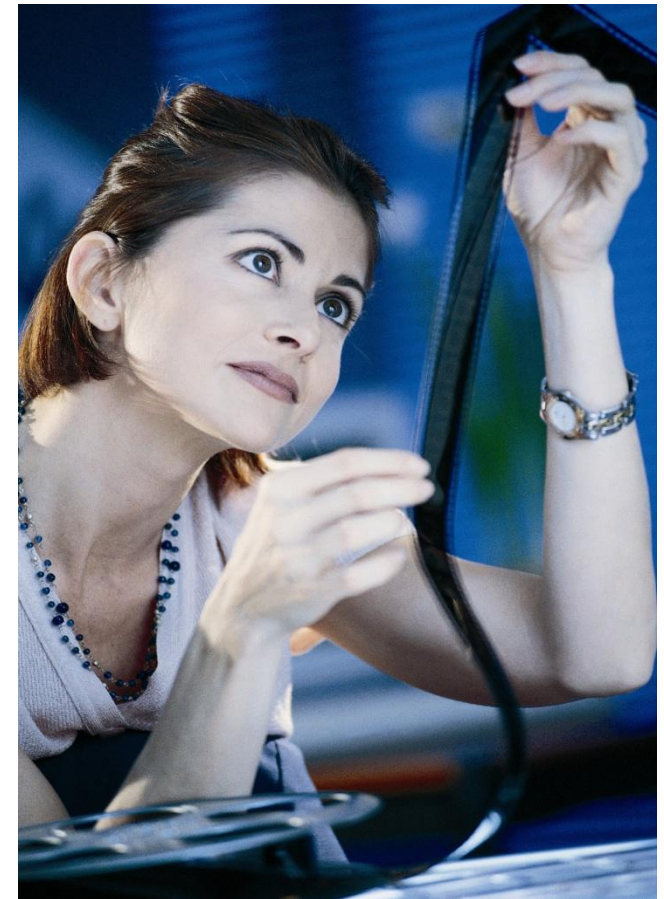


The audiovisual (AV) environment

**With the impact of digital Audiovisual industry
there is...**

- **More demand and production** of audiovisual works
- **Titles are not properly identified**
- **Catalogue titles are not exploited enough**
- **Multiple proprietary and specific content identification systems** makes the exchange of information difficult
- **New challenges to track** the right broadcast, distribution, country of access and use of works.
- **The Multi-platforms has increased the rights collection activities**, and unfortunately the counterfeiting and piracy.

**There exists a clear and present need
for a reliable method to uniquely
identify audiovisual content globally**



ISAN a (the) solution?

The International Standard Audiovisual Number (ISAN) is an ISO Standard (ISO 15706) reflecting the industry-wide consensus.



ISO 15706-1 ISAN
& ISO 15706-2 V-ISAN

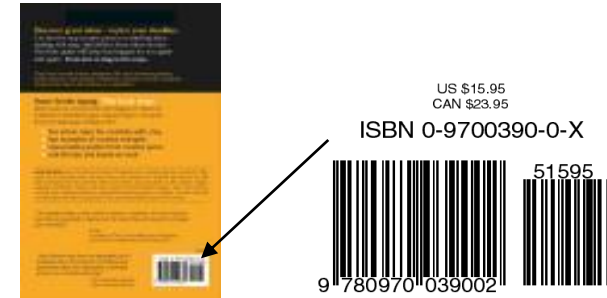
ISAN permanently identifies audiovisual content at every point in its lifecycle from conception, to production, to distribution and to consumption.

ISAN relates to specific descriptive metadata, (i.e. original and alternative titles, language, type, duration, director, producer, characters, actors, speakers, etc...)

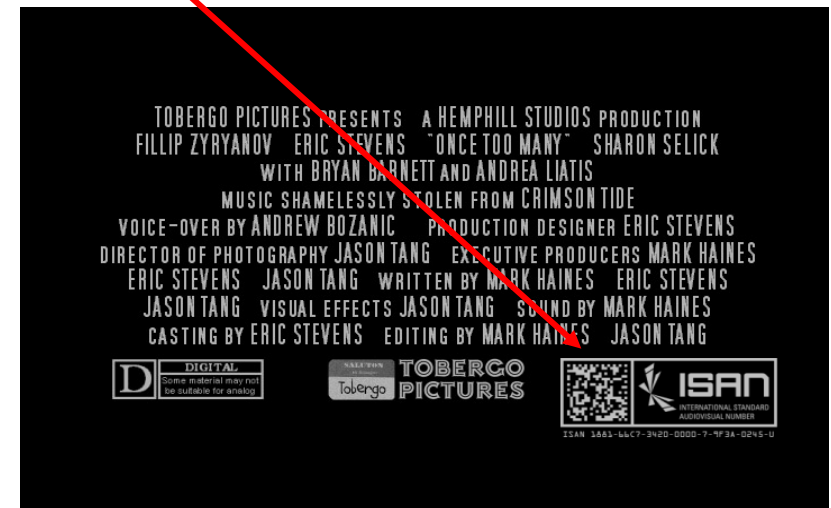
ISAN applies to all types/genres and different versions of works (i.e. feature films, serials, documentaries, live broadcasts such as football events, and video games, etc...)

ISAN is a centralized database, collecting the descriptive information about any kind of audiovisual work produced worldwide

What ISBN is for books...



...ISAN is for audiovisual works



The ISAN Structure

ISAN is designed to be read by humans and processed in information systems..



ISAN consists of 3 sections:

- the **root** identifies a work throughout its existence whether it is a feature film, serial or a live broadcast
- the **episode** section identifies parts of a serial work
- and, the **version** section identifies versions of work such as edits, languages or formats

Both the episode and version sections share a common root

ISAN Version (V-ISAN) applies when

Any changes affect the content of the work or any changes in the technical format...

:Examples:

- Translated version
- Subtitled version
- editing for a specific purpose (duration, cultural reasons...)
- Format version (HD, DVD, Blu-ray, downloading on Internet, broadcast, etc)



Each ISAN version has its own metadata set

ISAN Work identification Supply Chain



- Material 1
- Material 2
- Material 3

ISAN 0000-0001-A175-0002-8-0000-0000-D



Linguistic Versions



FR **IT** **DE**

- ISAN 0000-0001-A175-0002-8-0000-0001-**G**
- ISAN 0000-0001-A175-0002-8-0000-0002-**3**
- ISAN 0000-0001-A175-0002-8-0000-0003-**F**

Optical Disc Versions



- ISAN 0000-0001-A175-0002-8-0000-00**A3-X**
- ISAN 0000-0001-A175-0002-8-0000-00**D2-C**



ISAN 0000-0001-A175-0002-8-0000-00**10-9**



ISAN 0000-0001-A175-0002-8-0000-00**E1-A**

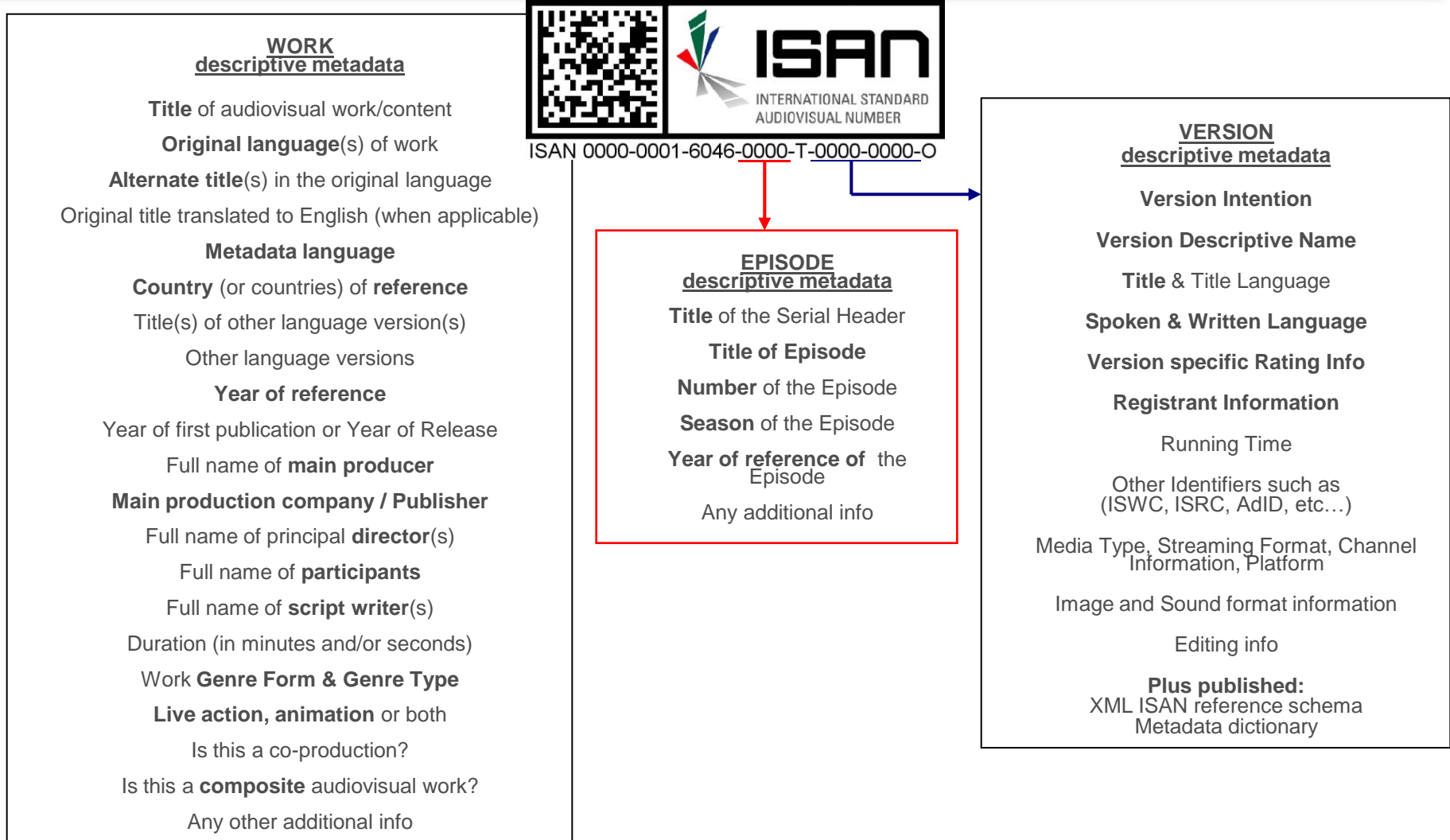
Broadcaster Versions



- ISAN 0000-0001-A175-0002-8-0000-000**8-1** **BBC**
- ISAN 0000-0001-A175-0002-8-0000-000**9-1** **TF1**



ISAN Work & Version Metadata Elements





ISAN Services

- » Search from work info
- » Search from ISAN

Home

ISAN - Work preview : 99 / 116

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INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER



ISAN 0000-0001-8CFA-0000-I-0000-0000-K

Core information

ISAN	0000-0001-8CFA-0000-I-0000-0000-K	
Type	Film	Kind Live Action
Year of reference	2005	Year of 1st publication 2005
Duration	97 MIN	
Colour	Yes	
Composite	No	

Production information

Coproduction	Yes
Production companies	Outsider Productions Mandarin Films M6 Films Pathé
Countries of reference	France
Original languages	French

Title information

Original	Language	Title
Yes	FRE	Les chevaliers du ciel

Participants information

Type	Firstname / Lastname
Director	Gérard Pirès
Screenwriter	Gilles Malençon
Actor	Clovis Cornillac
Actor	Benoît Magimel
Actor	Géraldine Pailhas
Actor	Alice Taglioni
Actor	Philippe Torreton



Click on  to display the 2D barcode for this ISAN

ISAN is also a
Centralized Database
storing the information of
any kind of audiovisual work
produced worldwide

Client Management

- " Create a Client
- " List of Clients
- " Massive import

RA Management

- " Create a RA
- " List of RAs

ISAN Services

- " Search from work info
- " Search from ISAN
- " Display pending ISAN

Reports



- " View Reports

Administration site

- " Roles
- " Functionalities
- " Manage ISAN site properties
- " List users
- " Create a user
- " Merge Participants
- " Maintenance
- " Merge Production Companies

Home
ISAN - Work preview

The ISAN centralized database

ISAN	0000-0001-6702-0000-2-0000-0000-6			Barcode 
Title information				
Original	Language	Title		
Yes	ENG	Project Gotham Racing 3 [XBOX 360 Game]		
Core information				
Genre form:	Video Games	Genre list:	Racing	
Kind:	Live Action / Animation	Composite:	No	
Year of reference:	2005	Year of release:		
Duration:	na	Colour:	Yes	
Countries of reference:	United States (Publication)	Original languages:	English	
Rating Information	Country	System	Code	
	United States	ESRB	E	
Production information				
Co Produced/Published	No			
Producer / Publisher	Microsoft Game Studios			
Participants information				
Type	Company or Firstname / Lastname			
Director	Microsoft Game Studios			
Click on  to display the 2D barcode for this ISAN				

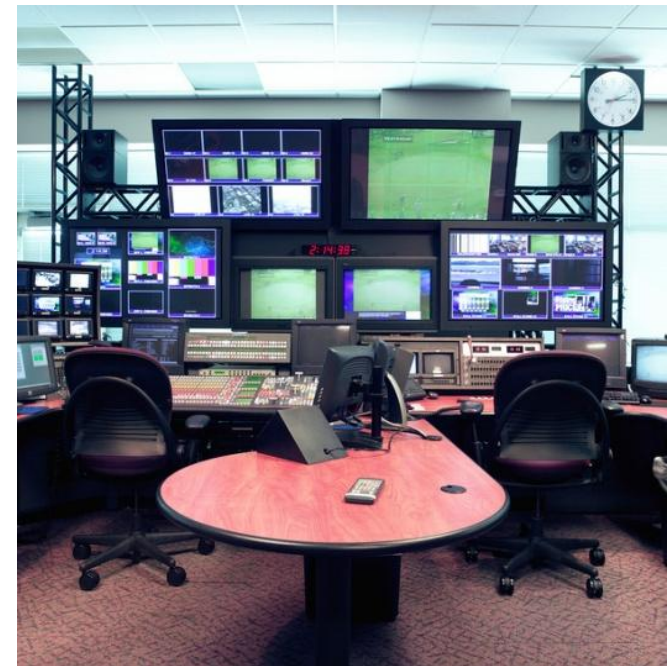

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[→ New Search](#)

What ISAN is designed to be used for?

ISAN can be used and affixed in....

- In production and distribution contracts
- On different media and formats (master, DVD, file, etc)
- As the Content Identifier for Blu-ray
- Whenever the work is presented (e.g. on posters, DVD Jackets, on paper and/or electronic program guides, etc)
- Embedded in digital audio or video based fingerprints or watermarks as a tool against piracy or as part of DRM solutions (ISAN helps DRM interoperability – MPEG21)
- In the broadcast or internet video stream (using private data fields in TVA, OpenEPG, VoD or MPEG – e.g. Content ID and descriptors in DVB-SI or ATSC PSIP)
- As part of default metadata tags of media encoders
- As a language-independent key index of the identity of the work in AV databases, helping AV search engines.

**A dumb number
for smart people**





Some of ISAN Adopters, Supporters and Users ...



And many more ...

Main ISAN Benefits...

➤ Identification

- Unique and Global Identification

➤ Work Information Availability

- Centralized Database
- Online access to the database 24/24, 7/7

➤ Efficiency

- Reduces errors in work identification
- Facilitates the rights management
- Time and cost saving for processing work metadata

➤ Interoperability

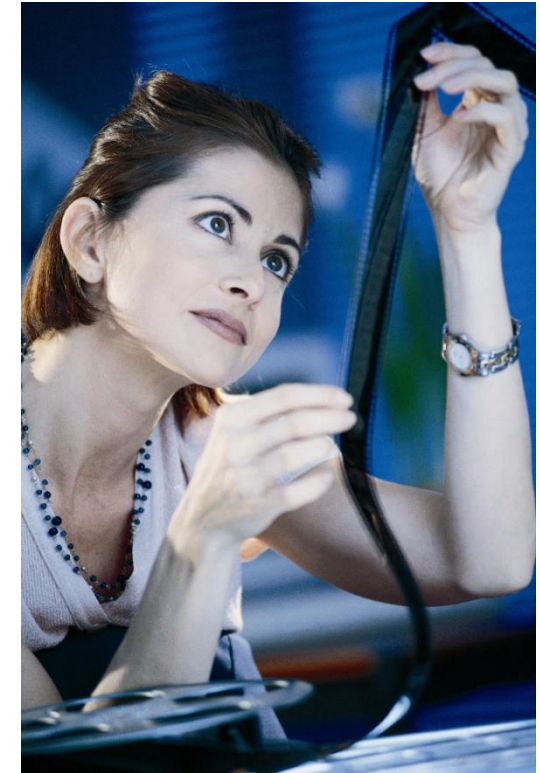
- Standardized metadata
- Better exchange of information among digital systems

➤ Compliant

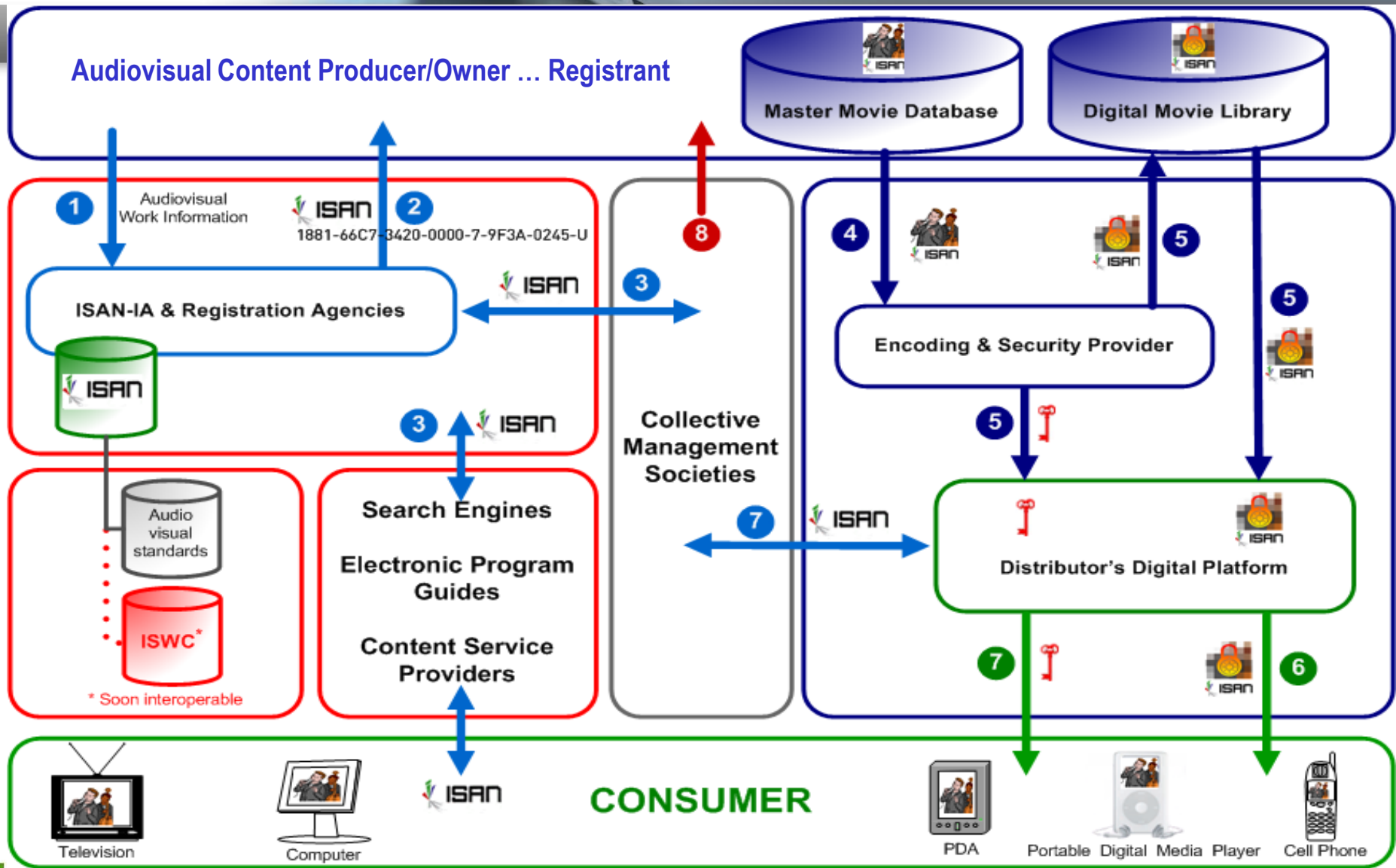
- compliant with many Audiovisual Standards (AAC3, DCI, MPEG, DVB, and ATSC)

➤ Anti- Piracy and Tracking

- Compliant in tracking solutions based on fingerprint and watermarking



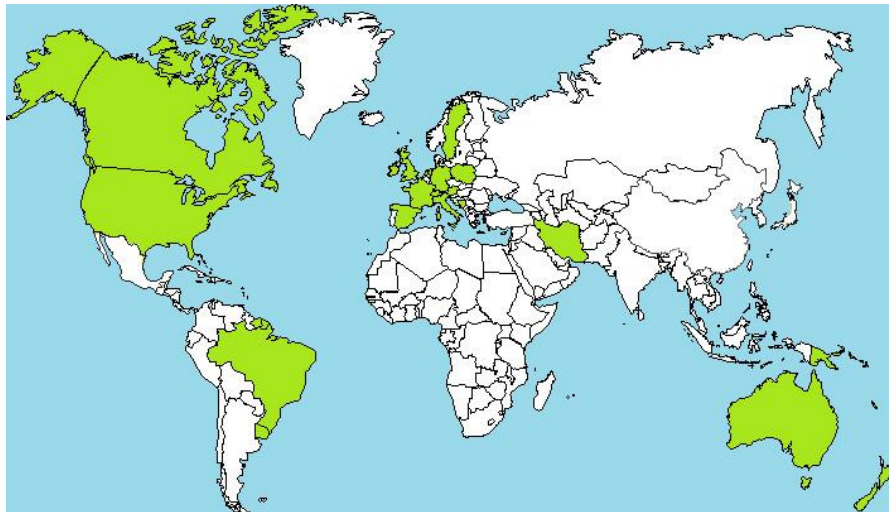
ISAN allows as well to preserve the analogue legacy in the digital age.





ISAN Today

18 Appointed Registration Agencies

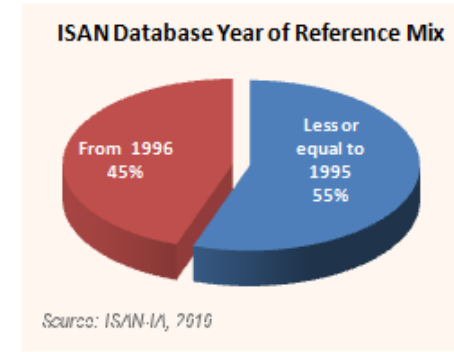
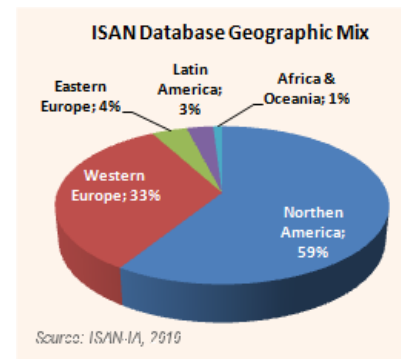
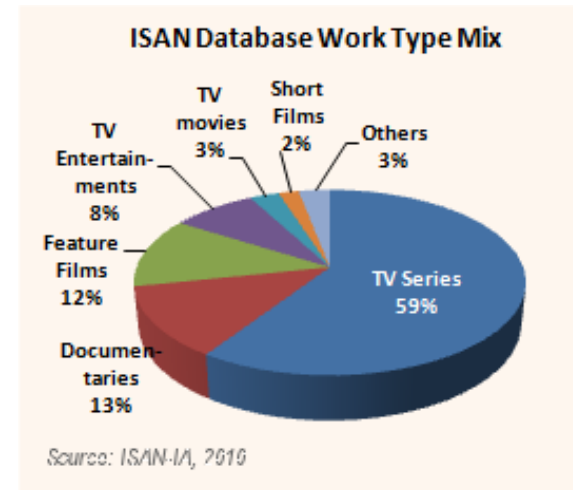


Appointed ISAN RA

Countries covered by TRA (Transitory Registration Agency - ISAN-IA)

- **Europe:** Austria, France, Switzerland, Germany, Spain, Netherlands, Sweden, UK, Poland, Italy, Serbia
- **North America :** Secure Path, IFTA, ISAN Canada
- **Australia, Brazil, Uruguay and Iran.**

550'000+ ISAN Allocated

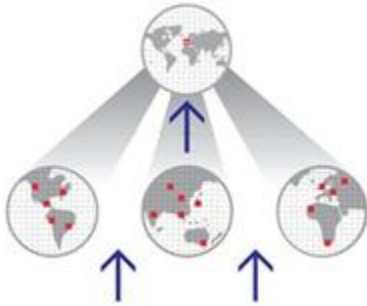


ISAN DB - Geographic Mix

ISAN DB - Year of Production

The **ISAN International Agency (ISAN-IA)** its mission is to implement ISAN throughout the world by providing and maintaining the ISAN system, by creating and supporting the network of Registration Agencies and by promoting their activities to the audiovisual industry.

ISAN Allocation



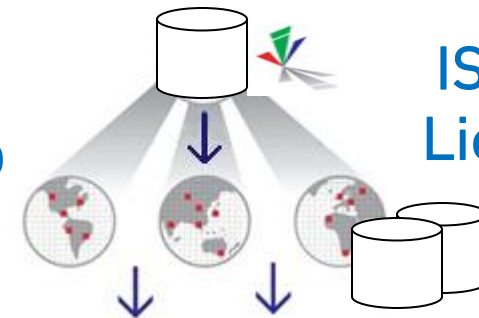
The **ISAN Registration Agency (RA)**, appointed by ISAN-IA, assumes an important role in delivering the **ISAN Registration Service** to the audiovisual users. The RA is established to serve a specific country, region and/or market.



The **ISAN License Agency (LA)**, assume the important role to deliver high volume **ISAN Lookup and Search Services**, and / or license **ISAN Database Copies** to the audiovisual users.



ISAN Lookup



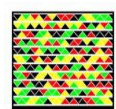
ISAN DB Licensing



[Authors, Broadcasters, Collection Societies, Listing Companies, Producers, Rights Holders and many others]



ISAN
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AUDIOVISUAL NUMBER



ISAN helps promote, provide and protect.

Visit ISAN at www.isan.org

THANK YOU

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