

PRESS RELEASE - For immediate release

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ISO STANDARD AUDIOVISUAL NUMBER OPEN FOR BUSINESS IN GERMANY

New ISAN Registration Agency, ISAN RA Deutschland, invites producers, broadcasters and rights-holders to register audiovisual works online

Munich, Geneva, October 27th 2005 – The **International Standard Audiovisual Number**, the ISO Standard for allocating permanent unique identity to audiovisual works is now open for business in Germany, with the appointment of a new ISAN Registration Authority, **ISAN RA Deutschland**, founded and supported by the region's leading producers and authors societies for film and television, the **GWFF** (Gesellschaft zur Wahrnehmung von Film- und Fernsehrechten mbH) and the **VFF** (Verwertungsgesellschaft der Film- und Fernsehproduzenten mbH).

The revolution in digital media technologies has led to significant increase in production of new audiovisual works yearly, 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.

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

The GWFF is working closely with the major German collecting societies, VG Bild-Kunst (directors), VFF (public and private broadcasters) and VG Wort (authors), to establish ISAN RA Deutschland. As an independent organization, ISAN RA Deutschland will provide a shared common resource for registering works, supporting all the various needs and activities regarding the registration of works for all these organizations. The GWFF back-catalogue includes some 500 000 audiovisual works.

Gertrude Müller-Ernstberger, Managing Director of GWFF, said: "ISAN will make a variety of business activities easier for all who share audiovisual works, from creators and producers to distributors and consumers. We are pleased to invite the German audiovisual industry to start registering their works at <URL>."

Patrick Attallah, Managing Director of the ISAN-International Agency (ISAN-IA) welcomed German ISAN RA, "Germany is a key producer of audiovisual works, with one of the largest outputs in Europe. With the support of well-respected and established bodies such as the GWFF and VFF, the power of ISAN will soon be available to boost the talented and prolific German marketplace."

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 GWFF and VFF

The GWFF (**Gesellschaft zur Wahrnehmung von Film- und Fernsehrechten GmbH**) was established in 1982 by the main German film associations, comprising producers and distributors, to collect and distribute remunerations for authors and producers of audiovisual works (cable retransmission, private copy, rental levy, etc.). The board of GWFF includes representatives of film producers and film directors.

The VFF (**Verwertungsgesellschaft der Film- und Fernsehproduzenten mbH**) was established in 1979 by the German Producers Association and takes care of the producers neighboring rights (§ 94 UrhG) for inhouse and commissioned productions for TV producers and all of the public and private German broadcasters: ARD, ZDF, RTL, Pro7, Sat1, RTL2, KABEL1, 3Sat, BR, ORB, WDR, NDR, SDR, SWF, MDR, VOX, Arte, Hamburg1, FAB, B1, Kanal4, Saarländische Rundfunk, Hessischer Rundfunk, Radio Bremen, VH-1 and Franken Fernsehen .