



# ISAN

INTERNATIONAL STANDARD  
AUDIOVISUAL NUMBER

## ISAN Registration Agencies - Rules & Procedures

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This document is part of the RA Set of Rules, as defined in the RA and/or RO Agreement.

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## **Foreword**

The “ISAN RA - Rules and Procedures” document (Rules & Procedures) specifies the modus operandi between the ISAN International Agency (hereafter “ISAN-IA”) and the ISAN Registration Agencies and or Registration Offices (hereafter “RA”). It is available to each RA and/or RO following acceptance of the submitted Expression of Interest (EOI). This document is part of the Set of Rules as defined in the RA and/or RO Agreement. Consequently it is part of the RA and/or RO Agreement.

This document provides complementary information to the other documents part of the Set of Rules, being:

- the “ISAN User Guide”,
- the “ISAN Terms of Use”,
- the “Financial Guide”,
- the “ISAN IT System Integration for RA” and,
- the “ISAN Terms of Reference”.

This document might be updated and/or modified from time to time by the ISAN International Agency.

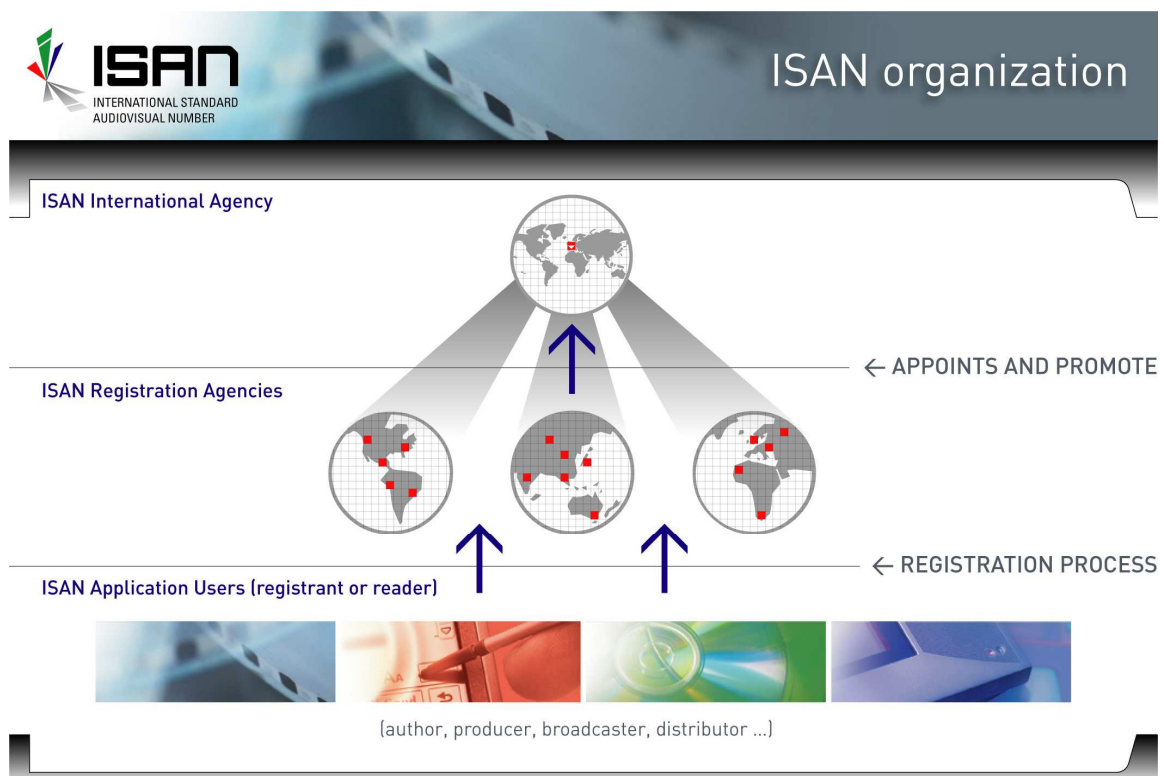
# 1 ISAN organization

The **ISAN International Agency** (ISAN-IA) is appointed by ISO as the Registration Authority for the ISAN Standard (ISO 15706-1 & 15706-2). Its primary tasks are:

- to assess and appoint Registration Agencies and when applicable Registration Offices;
- to assist them in their initial debut of operations;
- to promote and regulate the standard worldwide onto the audiovisual industry; and
- to maintain, run and manage the ISAN system and central repository.

The **ISAN Registration Agencies** and **Registration Offices** (RAs) are appointed by ISAN-IA:

- to develop client (Registrant and Reader) relationships in their respective markets;
- to support its clients in ISAN allocation for their audiovisual works and/or versions; and
- to educate their respective market to the uses and benefits of ISAN implementation.



ISAN-IA is a non-profit association set-up according to Swiss Law with a Managing Director reporting to ISAN-IA's Administration Committee.

Appointed Registration Agencies are represented at ISAN-IA's Administration Committee, by 2 members, elected and nominated by the RA Committee.

## 2 Overview of ISAN-IA

The ISAN system is a voluntary identification system for audiovisual works and versions (hereafter “AV content”).

ISAN-IA has been designated by ISO as the ISAN Registration Authority in accordance with ISO 15706-1 and 15706-2 (hereafter the “Standard”).

ISAN-IA may function as a Registration Agency (Transitory Registration Agency – hereafter “TRA”) in markets or territories, until a RA is appointed, and whenever necessary.

ISAN-IA shall not engage in any form of rights management.

Only ISAN-IA can accredit and appoint RAs and ROs, whose applications have been submitted for endorsement by producers’ or other industry representative organizations.

ISAN-IA shall develop, implement, monitor and enforce the ISAN RA - Rules and Procedures governing RAs activities, as well as the ISAN and its related metadata usage in particular, during the ISAN registration and query processes.

ISAN-IA may revoke the accreditation of any RA, and therefore terminate its agreement with ISAN-IA, if RA fails to operate in accordance with the specifications of the Standard or these Rules and Procedures or the provisions of their Agreement signed by the RA with ISAN-IA.

## 3 Obligations of the ISAN RAs

Each RA, by signing its agreement with ISAN-IA, adheres fully to the ISAN Rules and Procedures, which is part of the Set of Rules as defined in their Agreement with ISAN-IA.

Recommended Retail Prices (as described in the ISAN RA Financial Guide) will be charged for ISAN basic services (Work & Version Registrations, as well as Queries – the Basic Services) which RA provides for its clients (Registrants & Readers). This pricing policy implemented by any RA, shall be aimed at facilitating the widest use of ISAN. Volume discount on the wholesale service fees is applied by ISAN-IA according to the ISAN RA Financial Guide .Each RA will deliver volume discount to their clients according to the Registrant’s specific needs.

Each RA shall perform their ISAN operations, as defined and specified in the Standard, in accordance with this Rules and Procedures and per their Agreement with ISAN-IA.

RA shall not engage in any form of rights management.

RA cannot itself be a Registrant and can only act on behalf of its clients Registrants.

RA shall continually update (when necessary) the ISAN central repository with quality descriptive information on AV/work for existing ISANs.

RA shall make all reasonable efforts to avoid creation of duplicates ISANs (for the works not versions – as defined in the Standard) in the ISAN central repository, either by themselves or their respective Registrants.

RAs shall submit to ISAN-IA its rate card/pricing (and any further updates) for the ISAN Basic Services offering for review ahead of its publication.

RAs, in addition to the non-profit Basic Services offered, can offer profit-making services ('Other Services'). If those Other Services are related to ISAN and its related metadata, although ISAN-IA will have no supervisory power over the choice of such services, ISAN-IA reserves the right to object to the manner in which they are run and marketed, in the event that excessive focus on such Other Services results in a reduction of RA's main activity which should be the offering of the ISAN Basic Services.

Each RA will clearly indicate in its communications and marketing materials that they are part of the ISAN Registration Agency network.

## 4 ISAN Identity & Intellectual property

### 4.1 USE OF THE ISAN BRAND

ISAN is a trademark (see Appendix 1) which can only be used in accordance with the Standard and ISAN-IA Rules & Procedures. The **isan.org** domain name is the property of ISAN-IA, as well as the ones listed in Appendix 2.

### 4.2 USE OF ISAN LOGO

Any party wishing to reproduce the ISAN logo may only do so following receipt of written approval from ISAN-IA.

Parties may reproduce information already published by ISAN-IA or a RA provided that:

- (a) any attached logo(s) will also be reproduced;
- (b) the name of the original publisher will be clearly credited;
- (c) the party reproducing such information will provide ISAN-IA in a timely manner with a complete copy of such text(s) together with the date and place of each such publication.

In order to build a worldwide recognition of the Standard, all visual/iconographic campaign elements must ensure the display of the generic ISAN visual identity, which provides overall branding. No modification to the ISAN visual identity is permitted.

Each RA will inform ISAN-IA of their marketing and promotional plans. ISAN-IA will have to review every marketing material prior to its publication. Each RA is expected to promote ISAN at industry events in the respective market of the RA.

All RA press releases related to ISAN will have to be reviewed by ISAN-IA, prior to its publication.

#### **4.3 USE OF INTERNET DOMAIN NAMES**

ISAN-IA will provide the RA with a default domain name in the [http://name\\_of\\_ra.isan.org](http://name_of_ra.isan.org) form.

The RA is allowed to choose other domain names for their public website as long as the word “isan” is not part of this domain name, and that URL translation is done to the default domain name given by ISAN-IA.

#### **4.4 INTELLECTUAL PROPERTY**

By submitting metadata relating to any AV Work in exchange for receiving a corresponding ISAN code, the ISAN Registrant grants to ISAN-IA an unrestricted, unremunerated, irrevocable and non-exclusive world-wide license to utilize the metadata of the AV Work in perpetuity as part of the ISAN System now known or in future developed and within the framework of the ISAN ISO Standard.

ISAN-IA retains all intellectual property rights on all and any brochures, software, web template, web services, promotional material, metadata and any materials which ISAN-IA have developed, compiled or conceived. RA acknowledges that it has no right whatsoever on such materials.

## **5 RA Operational Process**

The main activities described in this section require the use of the ISAN online interface and application – the ISAN Web Template – which is the main RA tool for accessing the ISAN system for processing ISAN applications, clients’ management, and for duplicate resolution and clients usage reporting.

Should the RA wish to do so, certain functionalities of the ISAN system can be implemented by the RA via web services (the ISAN Web Services). These are described in a separate document available upon request from the ISAN-IA technical department. The ISAN Web Services shall be tested and accepted by ISAN-IA before its implementation by the RA.

There are two types of possible clients that may wish to register with the RA. These are:

- Registrants

- Readers

A Registrant is a certified client (a client who accepts the ISAN rules and procedures and signs the local RA ISAN Registrant Terms & Conditions) of an appointed RA wishing to register works for ISAN allocation as well as consult ISANs and their descriptive information in the ISAN central repository. Such a client includes: a producer of an audiovisual work, authorized proxy of such producer, or any other entity or individual, registered in the ISAN system.

A Reader is a certified client (a client who accepts the ISAN rules and procedures and signs the local RA ISAN Reader Terms & Conditions) of an appointed RA wishing to consult ISANs and their descriptive information in the ISAN central repository for identification or inventory management purposes. All Readers shall be registered in the ISAN system.

The ISAN User Guide describes the content and format of the descriptive information required to register a work or related version for ISAN allocation. The rules set in the ISAN User Guide and in these Rules and Procedures document should be strictly enforced to ensure ISAN quality and avoid duplicates.

*Registering a work for ISAN allocation- on a one by one basis*

Using the ISAN Web Template, any Registrant can enter the specific descriptive information related to the work and/or version to which he wishes to allocate an ISAN.

The Registrant are entitled to request, if needed, to their respective RA, to carry out the registration of their AV content for ISAN allocation on their behalf. (RA has this functionality via the Web Template). The RA cannot be the Registrant.

*Registering several works for ISAN allocation via Massive Load*

For Registrant wishing to register a large number of works, the RA might recommend the 'massive load' registration option. This would enable the Registrant to collate all the descriptive information of his works into an XML file (as specified by ISAN-IA) and submit it (containing no more than 5'000 works per XML file) to the RA for validation. The RA will need to ensure the correct formatting of the XML file and verify the quality of the descriptive information such as the encoding and preciseness of the information submitted, prior to submitting it to ISAN-IA.

ISAN-IA will perform a massive load of the works into the ISAN system. The outcome will result in the registration of the works and therefore the allocations of ISANs and/or the detection of potential duplicates, which would require the Registrant and/or RA resolution.

General rules related to ISAN Registration:

RA is not entitled to assign ISANs on behalf of applicants who are not registered and activated as Active Registrant in the ISAN System.



Descriptive information of an audiovisual work submitted by a Registrant and to which an ISAN has been allocated, can be updated by either RA or ISAN-IA if such descriptive information are proven to be inaccurate or incomplete. ISAN-IA and/or the RA can at any time add metadata (i.e. more actors, cast participants etc...) to related descriptive information of an ISAN if needed.

RA shall ensure (via methodic quality check) that the descriptive information provided in registration of works for ISAN allocation is in compliance with the Standard and the latest edition of the ISAN User Guide.

Registrants might when necessary update their ISAN descriptive information.

Any work (and it's ISAN) is always exclusively registered by one (1) Registrant.

If a duplicate ISAN is found, ISAN-IA will inactivate it. The inactivated ISAN will always then point to the active ISAN.

ISAN-IA shall review and decide on any appeals related to rejected or inactivated ISANs.

Registrant might want to have in early stages of an audiovisual work production an ISAN, but for which they have not yet all descriptive information. InDev ISAN has been created for that purpose, where Registrant gets an ISAN prior to completing registration of his work. RA will have to closely monitor those InDev ISANs with Registrant in order to make sure that descriptive information is filled in on a timely manner. The ISAN system will automatically send to the Registrant a written notification (email) every six months after InDev ISAN allocation, asking him to fill in the related descriptive information. After several notifications, the InDev ISAN might be inactivated.

#### Invoicing of RAs:

ISAN-IA will monthly invoice the RA based on its ISAN services usage for the previous month, and as defined in the Financial Guide (as part the Set of Rules and the RA Agreement).

Each RA is responsible for invoicing their own clients, Registrants and Readers. Each RA is responsible for implementing the necessary interface with both its billing and accounting system, in order to handle billing XML files provided monthly by ISAN-IA, which includes necessary detailed usage information such as:

- Registrant or Reader information;
- Registrant or Reader aggregated use of specified services (e.g. In-dev ISAN and / or ISAN registration and allocation, ISAN queries, etc.);
- Registrant or Reader timing and related totals for each service used.

From the date of official launch, the RA should have Registrant and Reader mail and phone support services. The key objective is to offer full assistance on the usage of the Web Template and to resolve any issues which may arise in using ISAN services.

Technical and Service support is available at ISAN-IA for RA's personnel only.

At least one employee of the RA will have to follow up at ISAN-IA's offices a 2 day training session, prior to officially launching the RA.

RA shall provide information and on-going training when necessary for its large clients to ensure correct usage of the ISAN system.

## 6 Budget and Reporting

Each RA shall compile, maintain, comment and report to ISAN-IA with financial and statistical data relating to its ISAN operations.

Each RA will provide a precise budget for the following calendar year in order for ISAN-IA to plan its System capacity.

Each such budget is required to include the following forecasts:

- Volume of Registrants and Readers;
- Volume of ISAN allocations;
- Volume of ISAN queries;
- ISAN Basic Services Revenues;
- Pricing for the Basic Services.

Each such budget should also required to include information on:

- Marketing, promotion of ISAN activities;
- Organizational planning;
- Information System and Technology evolution(when applicable);
- Specific recommendations for evolution of the ISAN Standard and ISAN system relate to RA's specific market.

### Financial report

Each RA will provide ISAN-IA with Audited Annual Financial Statements together with the Management Report presented by the auditors within **five (5) months** of the end of each fiscal year.

ISAN-IA is granted the right to reasonable approval in the appointment of auditors to each RA.

ISAN-IA reserves the right at its own cost to initiate a separate audit – financial or operational – whether on a comprehensive or more narrowly defined basis.

Each RA will comment and report on its financial data to ISAN-IA within **one (1) month of each quarter end, to include:**

- Turnover and volume detailed by service;
- Quarterly Financials.

Each RA will provide clear narrative to explain budget variations and, when possible, specify action plans to correct trends developing contrary to their annual forecast.

#### Operational report

Each RA will also provide a one (1) page **monthly operational report**. A template operational report will be provided by ISAN-IA.

ISAN-IA reserves the right to require other statistical and/or financial data on an ongoing or one-time basis.

The level of use of ISAN is an important indicator; any other topics relevant to further development of the ISAN System should be in the RA reporting.

When applicable, a brief report of the SWOT analysis is expected.

The operational reports will mainly incorporate statistics issued by the ISAN system on which each RA will be expected to comment and to enhance with complementary information judged pertinent for the understanding of their activity.

## 7 Technology

### 7.1 ISAN DATABASE & SYSTEM

All descriptive information for an AV/work and related versions to which an ISAN has been allocated, are registered in a central repository implemented, run and maintained by ISAN-IA.

The document “ISAN IT System integration for RA” provides information regarding different solutions for use of and integration with the ISAN system.

If certain functionalities provided with the ISAN Web Template are to be integrated by RA via ISAN Web Services as defined by ISAN-IA, the RA could maintain a local database with Registrant information in a secure fashion and in compliance with the specifications established by ISAN-IA. The ISAN System has to be updated in a timely manner (to be defined prior to implementation) to ensure its accuracy. In case of doubt, the ISAN System shall always be considered as the prime reference.

## 7.2 GOING 'LIVE' AND PROCEDURE CHANGES

Prior to launching RA ISAN services activities, ISAN-IA will have to test and accept RA's integrated solution. ISAN-IA will remain responsible for the-end-to-end ISAN registration process and ISAN core services.

Any changes (except for the User Interface: text and images) to the integration solution will have to be tested and accepted by ISAN-IA before implementation.

ISAN-IA will provide a set of documents, images, CSS files, dictionaries, etc. required for the customization of the RA Web Template. RA will adapt these files (for example customized logos, colors, languages or PDF documents for registration applications) and return them to ISAN-IA for integration and testing. While billing integration is RA's responsibility, and therefore not requiring ISAN-IA's acceptance, tests will be required with RA to verify correct billing process.

Web services IT Integration process is more complex and requires more testing and validation by both RA and ISAN-IA.

The RA intending to use ISAN Web Services have to submit to ISAN-IA detailed specifications of its IT infrastructure and system integration, from a User Interface (UI) perspective, database perspective and functional perspective. These specifications must be clear and complete in order for ISAN-IA to evaluate the feasibility, consistency, reliability and robustness of such system.

After acceptance by ISAN-IA, RA can implement the solution.

Upon RA's request and after planning being agreed upon, ISAN-IA will provide a web services test bed, in order for RA to run their tests in conjunction with the ISAN System. Once RA considers its tests are complete, ISAN-IA will perform its own tests before advising its decision on integration. RA will be expected to provide full support and availability to ISAN-IA during this period of time.

Any modification then after by RA of tested and accepted web services by ISAN-IA will have to be notified to ISAN-IA prior to its implementation, for approval.

The ISAN Web Services will have to be certified by ISAN-IA and special documentation (including terms and conditions of use) will have to be signed by the RA, prior to the full acceptance by ISAN-IA.