



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of interest

ISAN Registration Agency

Agreement procedure

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1 General information about your organization

1.1 ADDRESS AND MAIN INFORMATION

Name	HWW Limited
Acronym	HWW
Address	Ground Floor 162 Goulburn Street
Zip code and City	Darlinghurst 2010
Country	Australia
Web Site	www.hww.com.au
Main email address	info@hww.com.au
Phone numbers	+61 2 8268 8268 +61 412 821 915
Fax numbers	+61 2 8268 8267

1.2 CONTACT(S) PERSON(S)

First name	Paul
Last Name	Marshall
Job Title	Chief Executive Officer
Duties	Management of all business functions including sales, marketing, finance, IT, production, editorial, research and administration.
Email	paul.marshall@hww.com.au
Phone number	+61 2 8268 8268 (office) +61 412 821 915 (mobile)

First name	George
Last Name	Karabelas
Job Title	Development Manager
Duties	Management of databases and all content management application development. Key technical contact.
Email	george.karabelas@hww.com.au
Phone number	+61 2 8268 8268 (office) +61 408 922 226 (mobile)

2 Description of your organization

Legal status	Public company Listed on the Australian Stock Exchange (ASX code: HWW)
Place and country of registration	Ground Floor, 162 Goulburn Street Sydney NSW 2010 Australia
Registration number	ABN: 99 003 076 104
Date of registration	Business founded 1974 – trading as Horan, Wall & Walker Pty Ltd June 12, 1986 – Incorporated as HWW Pty Limited June 11, 1999 – Listed as Public Company – HWW Limited
Names and description of public and private sector partners	<p>please provide information about the status of those partnerships as well as basic information about the type and scale of contribution to the project from each of them (financing, services, expertise, access to clusters of potential registrants, etc)</p> <p>No registrar partners are planned or required. However HWW would be open to discussions with suitable partners if necessary.</p>
Evidence of support from producers' organization	<p>moral, technical, financial, expertise, etc for your candidacy from producers' organization(s) in the geographical area (or audiovisual industry sectors) which you intend to service</p> <p>HWW is staffed 16 hours a day, 7 days a week. HWW runs a fully redundant, dual-location, computer centre specialised in content and metadata management and publishing. HWW will have available qualified staff during these hours to service the Australian and New Zealand market for all producers' organisations. HWW currently services the TV broadcasting industry and the movie industry with program listings, movie session times and a comprehensive range of metadata management services. ISAN registry services would sit comfortably with the current skill, technology, customer base and expertise of HWW.</p>

3 Information on your current activities

<p>Description of your current activities</p>	<p>HWW creates, aggregates, syndicates and publishes content in Entertainment & Lifestyle, Finance and Real Estate (through our joint venture company Australian Property Monitors); for both traditional and new media.</p> <p>HWW is the leading electronic supplier of TV program listings, movie session times and gigs guides in Australia. Rigorous IT, production and editorial systems and processes ensure the accuracy and timeliness of this data and associated services.</p> <p>HWW has also built a quality technical services business, covering metadata management, applications development, hosting, design and consulting to portals, telecommunication companies, and other content publishers.</p> <p>HWW Limited has four key business divisions:</p> <ol style="list-style-type: none"> 1. HWW Content HWW create and syndicate entertainment, lifestyle and finance content across a range of new and traditional media, from newspapers to wireless handheld devices. HWW Content areas include Movies; TV; Gigs; Events; Restaurants; Calculators; Jokes; Sports; and Others (Horoscopes, trivia etc). 2. HWW TV Metadata Services HWW provides metadata management services for the TV industry and their clients. These services include metadata audits, cleansing, aggregation, management, distribution & digital rights management. 3. HWW Content Services HWW offer IT services to customers involved in content and publishing. These services include design, consulting, application development and hosting. 4. HWW Publishing HWW publishes the leading consumer finance magazine, Your Mortgage Magazine, and the web site www.yourmortgage.com.au <p>HWW also has a 50:50 joint venture with John Fairfax & Sons Limited in Australian Property Monitors, Australia's largest provider of property sales results and analysis to consumers, real estate agents and banks.</p>
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<p>Size of your organization (number of employee, organization chart, etc...)</p>	<p>HWW currently employs 38 full-time staff and another three Full Time Equivalent staff. We are located out of one office in Sydney, Australia</p> <p>Australian Property Monitors, our Joint Venture company, operates out of Sydney, Melbourne, Brisbane and Adelaide. They have approximately 30 FTE staff.</p>
<p>Financial information on the last 3 years of activities</p>	<p>Financial Information for the past three years can be obtained from our website at http://www.hww.com.au/corporate/investor/index.cfm?action=reports</p>

4 Information about the Registration Agency implementation

<p>Why do you intend to be an ISAN Registration Agency (express your interest) ?</p>	<p>HWW is a specialist in metadata creation, management and publishing. Our customers are broadcasters, print and online media, film and music distributors and media buyers and advertising agencies. We offer a range of services to them and also manage and license their data in a secure, controlled environment while managing the rights of the data owners.</p> <p>Managing a public numbering system is highly synergistic with our current expertise, our range of clients, and our IT capabilities.</p> <p>HWW has invested heavily in building our Metadata Services division over the past 5 years. We are well respected for our technology, our accuracy and our customer service.</p> <p>HWW is independent from any media, meaning that we can perform this industry role without any objection.</p>
<p>Do you intend to provide other services around ISAN allocation and queries? (if yes provide a description of these services)</p>	<p>HWW would be interested to explore opportunities around ISAN allocation.</p>

<p>When do you intend to open your ISAN Registration Agency ?</p>	<p>Immediately upon approval. HWW would be interested to help promote industry support, and play the vital role in marketing the ISAN, educating clients and implementing across Australia and New Zealand.</p>
<p>Which geographical region do you plan to cover ?</p>	<p>Australia and New Zealand</p>
<p>Do you plan to work on a certain market segment only (with a certain type of registrant) ?</p>	<p>No.</p>
<p>What is your initial assessment of the potential for ISAN registrations per annum in your relevant market ?</p>	<p>The potential is large. Almost all works that are produced in Australia and/or New Zealand are potential ISAN recipients.</p>
<p>If you are in the business of managing audiovisual works, please provide relevant information on the size of the current repertoire of audiovisual works that you manage :</p>	
<p>Total works</p>	<p>We manage the metadata of over 10,000 audiovisual works each month.</p>
<p>If these works are managed with an IT system, briefly describe it e.g.: Operating System, Database, Development language, web interface, etc...</p>	<p>Our system runs on Windows NT 2000 with SQL Server 2000 as the database. We develop web interfaces using Cold Fusion.</p>