



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of interest

ISAN Registration Agency

Agreement procedure

Document reference : ISAN-AP-01

Author: ISAN International Agency

Date: 3rd of March 2004

Version: 1.1

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1 General information about your organization

1.1 ADDRESS AND MAIN INFORMATION

Name	Canadian ISAN Agency (final name yet to be determined)
Acronym	yet to be determined
Address	c/o 74 The Esplanade
Zip code and City	Toronto, Ontario, M5C 1A9
Country	Canada
Web Site	N/A
Main email address	info@isan.ca
Phone numbers	c/o +1 416-304-0290
Fax numbers	c/o +1 416-304-0496

1.2 CONTACT(S) PERSON(S)

First name	Carol
Last Name	Cooper
Job Title	President & Chief Executive Officer, Canadian Retransmission Collective (CRC) Member, Copyright Committee, Canadian Film and Television Production Association (CFTPA)
Duties	<p>CRC – In Canada, according to its <i>Copyright Act</i>, only a "collective society" can collect retransmission royalties from the cable companies and other retransmitters. So the various kinds of copyright owners have given several different collectives the power to collect royalties and redistribute them on their behalf. The Canadian Retransmission Collective (CRC) is the point of access to these royalties for certain of these copyright owners. The CRC is a non-profit corporation, founded by the Canadian Film and Television Production Association (CFTPA) and is fully established as a "collective society" under the <i>Copyright Act</i>. As President and CEO, Ms. Cooper oversees all aspects of the day-to-day management and operation of CRC. (www.crc-scr.ca)</p> <p>CFTPA - As a non-profit trade association, CFTPA represents almost 400 film, television and interactive media companies across the country. They negotiate and manage labour agreements, and actively lobby the federal and provincial governments on various policy areas including taxation, trade, copyright, broadcasting and film. The mandate of the CFTPA Copyright Committee generally is to increase awareness and understanding of the rights of creators of works and as well, to work closely with individuals, organizations and governments to support the interests of copyright owners consistent with Canada's international obligations (www.cftpa.ca)</p>
Email	cooper@isan.ca
Phone number	+1 416-304-0290

First name	Stephen
Last Name	Stohn
Job Title	<p>Chair, Copyright Committee, Canadian Film and Television Production Association (CFTPA)</p> <p>Executive Vice-President, Epitome Pictures Inc.</p> <p>Partner, Stohn Hay LLP, Barristers & Solicitors</p>
Duties	<p>CFTPA – see above description under Contact Cooper (www.cftpa.ca)</p> <p>Epitome Pictures - For over twenty years Epitome Pictures and its related companies have been actively involved in the production and distribution of television programmes. (www.epitomepictures.com)</p> <p>Stohn Hay – Mr. Stohn is a founding partner in the entertainment law firm Stohn Hay, LLP where he provides strategic legal advice to performers, advertisers agencies, merchandisers, recording artists, songwriters, multimedia/internet creators, broadcasters and film and television producers. (www.stohnhay.com)</p>
Email	stephen@epitomepictures.com
Phone number	+1 416-752-7627

2 Description of your organization

Legal status	as yet unincorporated
Place and country of registration	proposed for Toronto, Canada
Registration number	as yet undetermined
Date of registration	as yet undetermined
Names and description of public and private sector partners	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)
	Although no formal partnerships are proposed at this time, we have developed connections with a number in the industry, private and public, who have expressed great interest in ISAN and so we remain open to this possibility.
Evidence of support from producers' organization	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
	The key backer to this EOI is the Canadian Film and Television Production Association (CFTPA). As a non-profit trade association, it represents almost 400 film, television and interactive media companies across the country. They negotiate and manage labour agreements, and actively lobby the federal and provincial governments on various policy areas including taxation, trade, copyright, broadcasting and film.
	Throughout the ISO activities related to ISAN and V-ISAN standard development, the two Canadian representatives on the ISO WG (who are also the two contacts for this application) have worked to connect with all the key players and organisations, public and private, within the audiovisual industry in Canada and have garnered broad general support for ISAN in Canada.

3 Information on your current activities

<p>Description of your current activities</p>	<p>none as Canadian ISAN Agency not yet incorporated</p> <p>See previous section for description of CFTPA activities and for more information CFTPA's website at www.cftpa.ca</p>
<p>Size of your organization (number of employee, organization chart, etc...)</p>	<p>not applicable as Canadian ISAN Agency not yet incorporated</p>
<p>Financial information on the last 3 years of activities</p>	<p>The Canadian ISAN Agency is as yet unincorporated and as such there is no financial historical data to share.</p>

4 Information about the Registration Agency implementation

<p>Why do you intend to be an ISAN Registration Agency (express your interest) ?</p>	<p>We see the existence of ISAN provides the foundation for the electronic exchange of information. Without this tool, there is no standardised or common lexicon with which users and rightsholders can speak to each other, no ability to identify with certainty a work that a particular user may wish to access. We believe the implementation of the ISAN registration system will represent a breakthrough in the administration of film rights, permissions and payments because it promises to vastly improve the identification and tracking of uses of audiovisual works. Because the ISAN is a unique number that is permanently assigned to an audiovisual work, regardless of any change in format or language, it will identify that work throughout the world.</p> <p>It is also our belief that the development of ISAN gives rise to an intriguing opportunity for the creation of a central, definitive Canadian audiovisual database that can greatly benefit all players in our audiovisual industry and all users of audiovisual works, including new media producers, film and television producers, performers, writers, directors, musicians and composers, film archives, libraries, educational institutions and users of all descriptions, etc..</p>
<p>Do you intend to provide other services around ISAN allocation and queries? (if yes provide a description of these services)</p>	<p>Not initially.</p>

<p>When do you intend to open your ISAN Registration Agency ?</p>	<p>This is largely dependent on when ISAN-IA will be operational and will have available for the Regional Agencies functioning database and software. To date, during discussions with representatives from ISAN-IA, no firm date for this has been made known.</p>
<p>Which geographical region do you plan to cover ?</p>	<p>Canadian territory</p>
<p>Do you plan to work on a certain market segment only (with a certain type of registrant) ?</p>	<p>No. All market segments and registrants are of interest.</p>
<p>What is your initial assessment of the potential for ISAN registrations per annum in your relevant market ?</p>	<p>One has to make assumptions about the number of new audiovisual works that are created annually within Canada, the voluntary participation by producers/registrants in the ISAN system and the volume of backstock registered by Canadians.</p> <p>With respect to the first assumption, our very preliminary estimates show annual volume of production by both producers and broadcasters to be roughly 30k and this does not include music videos or commercials. How many of these new productions ultimately are registered for an ISAN will be dealt with as an assumption underlying the business plan.</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>If these works are managed with an IT system, briefly describe it e.g.: Operating System, Database, Development language, web interface, etc...</p>	

5 Other comments and useful information

By sending the Expression of Interest you accept the term of reference of an ISAN registration agency and the associated agreement process.

The Expression of Interest is not a legally binding document. Candidates completing the Expression of Interest and returning it to ISAN IA should not therefore expect that doing so constitutes a formal commitment or contractual engagement for either themselves or the International Agency. A binding contract will only be signed after the completion of the selection process by the International Agency and detailed discussions about the content of each agreement with successful candidates.

You will be contacted within 1 month after reception of this document with an answer to your request.

Organization:

Date

Canadian Film & Television Production Association (CFTPA)

June 30, 2004

Signature:

Stephen Stohn, Chair CFTPA Copyright Committee