



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of Interest: ChinaCache

ISAN International Agency
Document reference: ISAN-AP-01

Date: June 2005
Version: 1.2



Introduction

The Expression Of Interest (EOI) is the first phase of the ISAN Registration Agency (RA) accreditation and appointment process.

The aim of the expression of interest (EOI) is to provide the ISAN International Agency (ISAN-IA) with a set of non-binding information related to the organization's interest in becoming an ISAN Registration Agency in its chosen market, and to check its compliance with the ISO 15706 standard.

After approval of the EOI by ISAN-IA, the prospective RA (the organization candidate) will be asked to provide a detailed business case (i.e. implementation plans, business plan, market coverage, details on its IT infrastructure, type of customers, services offered, pricing, etc...).

All the information provided in this document is to be considered as public (unless otherwise specified), and therefore the organization sending this EOI allows the ISAN International Agency to publish its contents on its website, www.isan.org.

Please send this document by email and post, duly completed in English to:

ISAN International Agency
26 rue de Saint Jean
1203 Geneva
Switzerland
to the attention of Patrick Attallah

For any question or clarification, please contact:

Patrick Attallah – Managing Director

Email: patrick.attallah@isan.org

Tel.: + 41 22 545 10 00

Fax: + 41 22 545 10 40

General Information about your Organization

Organization's Name	Please specify here the name your Organization, not the RA's name. ChinaCache North America, Inc
Acronym (if any)	
Main Address	235 Brea Canyon Road, Walnut, CA 91789
Zip Code	
City Name	
Country	
Web Site	http://en.chinacache.com/
Main email address	Joe.Zhu [joe.zhu@chinacache.com]
Phone numbers	Phone: (213)785-1115 Fax: (213)403-6155
Fax number	
Organization's Legal Type	Incorporation
Place & Date of incorporation	California, USA
Registration number	EIN 26-0823504
Please provide here below details of your organization's main point of contacts.	
First & Last Names	Ellen Zhou
Job Title	Operation Manager
Job Function (brief description)	Response for company's daily operation
Email	Ellen.zhou@chinacache.com
Phone numbers	(213)785-1115
First & Last Names	Joe Zhu
Job Title	General Manager
Job Function	Response for company's P/L, Manage sales, marketing and network

(brief description)	operations.
Email Phone numbers	Joe.zhu@chinacache.com (213)785-1115

Description of your Organization's Activities

<p>Main Activities</p>	<p>Please give a brief extensive description of your organization main activities.</p>
	<p>Established in 1998, ChinaCache is the leading content distribution network (CDN) service provider in China. The company is committed to providing innovative and customized CDN solutions and services to create long-term value and growth for its Customer.</p> <p>ChinaCache's service includes video streaming, web caching etc.ChinaCache currently own 75% of market share for online media delivery services.</p>
<p>Number of Employees</p>	<p>You can provide an organization chart of your organization (which will not be published)</p> <p>230</p>
<p>Financial information on the last 3 years activities</p>	<p>If you wish ISAN-IA not to publish some financial information you are providing, please do send them as an attachment. Please provide here public financial information.</p>

--	--

Information about the Prospective ISAN Registration Agency (RA)

Name of Prospective RA	Please provide the name of the ISAN prospective Registration Agency.
	ISAN China
Prospective RA's Market	Please specify the market the prospective ISAN RA intends to cover (i.e. specific country, region, specific customers' types, specific organization's members, etc...)
	China, Korea, Japan
Prospective RA Founding Organization(s)	Please provide information on the different organizations (if any) founding the prospective RA
Evidence of support from audiovisual organization	Please provide information about the organization(s) (i.e. producers, broadcasters, platform operators, etc...) that support your ISAN RA candidacy in the market which you intend to service ISAN. Letters of support can be attached to this EOI.
Organization's Interest in becoming an ISAN Registration Agency.	Please provide information and reasons of why your organization wants to become an ISAN Registration Agency in the specified market or territory.
	ChinaCache currently is delivering majority of electronic format of Chinese content today. It would be good, if we can offer ISAN registration services to our customers, to improve the capability of organizing, indexing and categorizing media files.

--	--

Information about the prospective RA's Implementation Plans

Prospective RA Commencement Date	Please provide information on when the prospective RA intends to start offering the ISAN services in its market
	1/1/2008
Prospective RA's Customers	Please provide information on customers the prospective RA intends to offer ISAN services to (type of customers, number of customers)
	SunTV
Prospective RA potential ISAN Work Registration	Please provide information on the number of potential audiovisual new work registrations for ISANs the prospective RA intends to tackle in its market on a yearly basis.
	5000
Prospective RA potential Existing Catalog	Please provide information on the number of potential existing audiovisual work registrations for ISANs the prospective RA intends to tackle in its market. 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.
	2000
Prospective RA potential Other Services Offering	Please provide information and a brief description on any other services beside ISAN services the prospective RA intends to provide in its market.
	N/A

--	--

Prospective RA's Other Information and Comments

ChinaCache will operate under Chinese law and regulations which state that ISANs may only be issued for Chinese media products and services targeted for export outside of China. ChinaCache can also sell ISANs in other languages to other countries in region.

By sending the Expression of Interest, the Organization accepts the ISAN RA's accreditation process, as described in the document 'Term of Reference' available on www.isan.org.

This Expression of Interest is not a legally binding document. Organizations candidates completing the Expression of Interest and returning it to ISAN-IA should not therefore expect that it would constitute in any formal commitment or contractual engagement for either themselves or the International Agency. A binding agreement will only be signed after formal appointment by ISAN-IA's Administration Committee of the prospective RA.

Organization Name: ChinaCache North America, Inc

Date: 12/14/2007

_____ Joe

Zhu _____
Name of person signing the EOI

Signature