



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of Interest

ISAN International Agency
Document reference: ISAN-AP-01

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Version: 1.4



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

30 rue de Saint Jean
1203 Geneva
Switzerland
to the attention of Régis Flad

For any question or clarification, please contact:

Régis Flad – Interim General Manager

Email: regis.flad@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. Filmret (Danske Film- og TV Producenters rettighedscenter) Filmret (The Center for the Rights of Danish Film- and TV Producers)
Acronym (if any)	
Main Address	Højbro Plads 10
Zip Code	DK-1200 Copenhagen K
City Name	
Country	Denmark
Web Site	www.filmret.dk
Main email address	kib@jslaw.dk
Phone numbers	+45 3271 2060
Fax number	+45 3271 2100
Organization's Legal Type	Association
Place & Date of incorporation	Copenhagen, 20 th December 2004
Registration number	1539 3335
Please provide here below details of your organization's main point of contacts.	
First & Last Names	Susanne Fryland
Job Title	Daily leader
Job Function (brief description)	
Email	sus@jslaw.dk
Phone numbers	+45 3271 2060
First & Last Names	Kirsten Brink
Job Title	Secretary
Job Function (brief description)	
Email	kib@jslaw.dk
Phone numbers	+45 3271 2060

Description of your Organization's Activities

Main Activities	Please give a brief extensive description of your organization main activities.
	<p>Filmret is an organization with the aim of securing the rights of the producers.</p> <p>Filmret will sign an agreement with Registration Denmark ApS; Registration Denmark will take care of all the practical work in connection with ISAN.</p>
Number of Employees	<p>You can provide an organization chart of your organization (which will not be published)</p> <p>The secretariat of Filmret is at Johan Schlüter Lawfirm; at present 8 persons are working in the Secretariat and 12 persons are working at Registration Denmark ApS</p>
Financial information on the last 3 years activities	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.
	Filmret is a non-profit organization; the operating costs are always covered.

Information about the Prospective ISAN Registration Agency (RA)

Name of Prospective RA	Please provide the name of the ISAN prospective Registration Agency.
	ISAN–Nordic (Denmark, Greenland, the Faroe Islands)
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...)
	Denmark, Greenland, the Faroe Island and in the long term more countries in Scandinavia
Prospective RA Founding Organization(s)	Please provide information on the different organizations (if any) founding the prospective RA
	Filmret
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.
	<p>Producentforeningen/The Danish Producers Organization:</p> <p>The Danish Producers Organization hereby confirms that we recommend Filmret, represented by Johan Schlüter Lawfirm, to be the regional /Danish office of ISAN.</p> <p>Klaus Hansen Managing Director</p> <p>The letter is enclosed.</p>
Organization's Interest in becoming an ISAN Registration Agency.	<p>Please provide information and reasons of why your organization wants to become an ISAN Registration Agency in the specified market or territory.</p> <p>The essential function of Filmret is to secure the rights of the Danish Film- and TV Producers; consequently ISAN is an obvious result hereof.</p>

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
	As soon as possible
Prospective RA's Customers	Please provide information on customers the prospective RA intends to offer ISAN services to (type of customers, number of customers)
	All Danish producers as well as all Danish distributors.
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.
	During the first 3 years 5,000 – 10,000 works per year are expected.
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.
	The registration of works for the period prior to 1.1.2010 will be done as soon as possible – as to numbers see above.
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.
	As previously, the job of Filmret also continues to secure the rights of the Danish Film- and TV Producers

Prospective RA's Other Information and Comments

In case an independent company – Registration Denmark ApS – is preferred as RA supported by Filmret, this will also be possible.

Today Registration Denmark ApS is working with the registration of all the Danish organizations of right holders as well as the registration in respect of CAB, Filmkopi and Agicoa

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:

Date

Name of person signing the EOI

Signature



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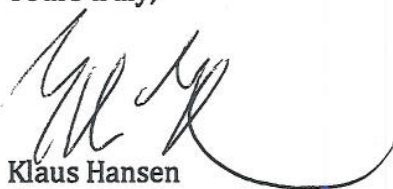
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Danish Producers' Association
Bernhard Bangs Allé 25
DK-2000 Frederiksberg
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Fax: +45 33 86 28 88
www.pro-f.dk
info@pro-f.dk
SE-nr. 10667070

Copenhagen 27. 01. 10

To whom it may concern

The Danish Producers Organization hereby confirms that we recommend Filmret, represented by Johan Schlüter Lawfirm, to be the regional/Danish office of ISAN.

Yours truly,



Klaus Hansen
Managing Director