



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of Interest

ISAN International Agency
Document reference: ISAN-AP-01

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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 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. Foundation for Promotion of Film Arts and Crafts
Acronym (if any)	FILM FOUNDATION OF INDIA
Main Address	003, Aroma Bldg 3, Mhada Oshiwara, New Link Road, Andheri west, Mumbai
Zip Code	400053.
City Name	MUMBAI
Country	INDIA
Web Site	http://www.filmfoundationindia.org/
Main email address	sushma@indianmotionpictures.com
Phone numbers	+91 22 66943330/1/2
Fax number	+91 22 26332997
Organization's Legal Type	NOT FOR PROFIT ORGANISATION
Place & Date of incorporation	INDIA – 13-10-2002
Registration number	NPC/ROS/1109863
Please provide here below details of your organization's main point of contacts.	
First & Last Names	VINOD KUMAR
Job Title	Hon. SECRETARY GENERAL
Job Function (brief description)	Handling policy and vision, planning, fund raising and implementation of objectives.
Email	vinod@indianmotionpictures.com
Phone numbers	+91 9819480505
First & Last Names	Sushma MORTHANIA
Job Title	General Manager Operations & Alliances
Job Function (brief description)	Handles day to day activities, organises and manages various events, conferences and film festivals. She is also the Head of the Foundation Festival and the Foundation's magazine.
Email	sushma@indianmotionpictures.com
Phone numbers	+91 98202 10954

Description of your Organization's Activities

<p>Main Activities</p>	<p>Please give a brief extensive description of your organization main activities.</p>
	<p>Film Foundation India aka The Foundation for the Promotion of Film Arts and Crafts is India's only non-profit, non-trade union Film promotion organization, founded by well-known film-makers, artistes, marketers and film personalities. The Foundation strives to promote Indian Films and related Arts throughout the world, in turn assisting international film makers & marketers to understand and approach Indian markets. The foundation organizes a string of conclaves, conferences, festivals and also prints a news letter / magazine for its members, throughout India.</p>
<p>Number of Employees</p>	<p>You can provide an organization chart of your organization (which will not be published)</p>
	<p>The organisation has a 4 member full time work force with an extensive background in film, media and technology consulting & management.</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>
	<p>The organisation collects membership from Producers and Film makers and also entry fees at festivals and advertising and subscription income from Magazine.</p> <p>Fy 09-10 : US \$ 62,000 Fy 09-10 : US \$ 88,000 FY 10-11 : US \$ 133,000</p>

Information about the Prospective ISAN Registration Agency (RA)

Name of Prospective RA	Please provide the name of the ISAN prospective Registration Agency.
	ISAN INDIA
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...)
	Film & TV producers in India, Advertising Film Makers, Documentary Film makers and Music Video producers. India has over 32000 registered producers of AV content and the Foundation itself has over 6500 members producing AV content.
Prospective RA Founding Organization(s)	Please provide information on the different organizations (if any) founding the prospective RA
	The Foundation for Promotion of Film Arts and Crafts, with the support of the Film Federation of India. The Film Federation is the Apex body of the Film Industry in India which has all the 41 affiliate associations of Producers, Distributors from the length and breadth of India. The Federation is the official body selecting the film for nomination to the Foreign language Oscar and also the National Awards of India. Pls see filmfed.org for more information on the Film Federation. The FFI is also member of the FIAPF and its President is the current First Vice President of FIAPF.
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.
	Support Letter from the FFI is attached.
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.
	<p>The foundation has been very active in anti piracy activities and feels the ISAN is an answer for stopping intellectual copyright theft, which is highly prevalent in terms of AV content from India, due to the lack of resources and will to fight legal battles abroad.</p> <p>The ISAN is bound to offer a certain degree of protection to Indian content, its producers and copyright holders.</p> <p>With India producing 1000+ films every year, 20,000 hours of television content, 290+ documentaries and more than 3000 music videos, we feel</p>

	<p>India is an ideal economy to start registering content as a means of preventing theft of intellectual property.</p>
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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)
	Producers of Feature Films: 18000+ Producers of Avtg films, Docs and shorts : 6000+ Producers of TV content and Music Videos: 4000+
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.
	We are looking at around 3000 new registrations in year one with a 100% year on year growth.
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.
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.

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Prospective RA's Other Information and Comments

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

Film Foundation of India

24th May 2011

Vinod KUMAR

For & on behalf of
**FOUNDATION FOR PROMOTION OF
FILM ARTS & CRAFTS**

Name of person signing the EOI

Signature

Authorised Signatories





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filmfed@hotmail.com
Website : www.filmfed.org

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B / 3, EVEREST BUILDING
TARDEO, MUMBAI - 400 034

FFI/171/2011
May 27, 2011

To,
Mr. Vinod Kumar
The Secretary General
FPFAC – Film Foundation of India
Mumbai, India.

Dear Sir,

We are in receipt of your letter dated 15th March 2011, bearing ref FPFAC/2011/FFI/ISANRA 15 April 2011 detailing your initiative to apply for the ISAN RA in India.

We feel the ISAN initiative will be a step in the right direction towards securing and protecting intellectual property rights of Indian produces and film makers.

FFI always stand to protect the interest of the Film Industry and will extend our full cooperation in this initiative.

We hope that this initiative shall be successful in bridging the gap between the Indian Film Industry and the rest of the world of Cinema.

We request you to keep us posted on the outcome and wish you all the best.

For and on Behalf of
Film Federation of India

Supran Sen
Secretary General