



# ISAN

INTERNATIONAL STANDARD  
AUDIOVISUAL NUMBER

## Expression of Interest

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ISAN International Agency  
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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](http://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](mailto:patrick.attallah@isan.org)

Tel.: + 41 22 545 10 00

Fax: + 41 22 545 10 40

## General Information about your Organization

<b>Organization's Name</b>	Please specify here the name your Organization, not the RA's name. Associazione Nazionale Industrie Cinematografiche Audiovisive e Multimediali
<b>Acronym (if any)</b>	ANICA
<b>Main Address</b>	Viale Regina Margherita, 286
<b>Zip Code</b>	00198
<b>City Name</b>	Rome
<b>Country</b>	Italy
<b>Web Site</b>	<a href="http://www.anica.it">www.anica.it</a>
<b>Main email address</b>	<a href="mailto:anica@anica.it">anica@anica.it</a>
<b>Phone numbers</b>	00 39 06 4425961
<b>Fax number</b>	00 39 06 4404128
<b>Organization's Legal Type</b>	Association
<b>Place &amp; Date of incorporation</b>	Rome, 1945
<b>Registration number</b>	
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	Paolo Ferrari
<b>Job Function</b>	President
<b>Email</b>	<a href="mailto:presidenza@anica.it">presidenza@anica.it</a> ; paolo.ferrari@anica.it
<b>Phone numbers</b>	00 39 06 44259633
<b>First &amp; Last Names</b>	Andrea Marcotulli
<b>Job Function</b>	Director
<b>Email</b>	<a href="mailto:direzione@anica.it">direzione@anica.it</a> ; andrea.marcotulli@anica.it
<b>Phone numbers</b>	00 39 06 44259633
<b>First &amp; Last Names</b>	Francesca Medolago Albani
<b>Job Function</b> (brief description)	Head of Research and Study Department
<b>Email</b>	f.medolago@anica.it
<b>Phone numbers</b>	00 39 06 44259669

## General Information about your Organization

<b>Organization's Name</b>	Please specify here the name your Organization, not the RA's name.
	Autori e Produttori Indipendenti
<b>Acronym (if any)</b>	API
<b>Main Address</b>	Via di Porta Pinciana, 6
<b>Zip Code</b>	00187
<b>City Name</b>	Rome
<b>Country</b>	Italy
<b>Web Site</b>	www.apicinema.it
<b>Main email address</b>	segreteria@apicinema.it
<b>Phone numbers</b>	+39.06.42016952 +39.06.42010223
<b>Fax number</b>	+39.06.42391355
<b>Organization's Legal Type</b>	Association
<b>Place &amp; Date of incorporation</b>	Rome, 07 April 1997
<b>Registration number</b>	
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	Rossella Mercurio
<b>Job Title</b>	General Manager
<b>Job Function</b> (brief description)	COO – responsible for managing the day-to-day activities of API. Mrs. Mercurio (as well as president, Mr. Angelo Barbagallo) represents API's members in the Italian audio-visual industry.
<b>Email</b>	rmercurio@apicinema.it
<b>Phone numbers</b>	+39.06.42016952 +39.338.6545575 (mobile)
<b>First &amp; Last Names</b>	Angelo Barbagallo
<b>Job Title</b>	President
<b>Job Function</b> (brief description)	As well as representing API's members in any official meeting, Mr Barbagallo favours programming and increase of the Italian cinema in Italy and abroad.
<b>Email</b>	abarbagallo@apicinema.it
<b>Phone numbers</b>	+39.06.42016952

## General Information about your Organization

<b>Organization's Name</b>	Please specify here the name your Organization, not the RA's name. APT-Associazione Produttori Televisivi
<b>Acronym (if any)</b>	APT
<b>Main Address</b>	Via F. Corridoni, 15
<b>Zip Code</b>	00195
<b>City Name</b>	Roma
<b>Country</b>	Italia
<b>Web Site</b>	<a href="http://www.apr.it">www.apr.it</a>
<b>Main email address</b>	<a href="mailto:apr@apr.it">apr@apr.it</a>
<b>Phone numbers</b>	+39 06 3700265/37518147
<b>Fax number</b>	+39 06 3723077
<b>Organization's Legal Type</b>	Association
<b>Place &amp; Date of incorporation</b>	
<b>Registration number</b>	
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	Fabiano Fabiani
<b>Job Function</b>	President
<b>Email</b>	<a href="mailto:apr@apr.it">apr@apr.it</a>
<b>Phone numbers</b>	+39 06 3700265/37518147
<b>First &amp; Last Names</b>	Carlo Bixio
<b>Job Function</b>	Vice President
<b>Email</b>	<a href="mailto:apr@apr.it">apr@apr.it</a>
<b>Phone numbers</b>	+39 06 3700265/37518147
<b>First &amp; Last Names</b>	Chiara Sbarigia
<b>Job Function</b>	General Secretary
<b>Email</b>	<a href="mailto:apr@apr.it">apr@apr.it</a>
<b>Phone numbers</b>	+39 06 3700265/37518147

## General Information about your Organization

<b>Organization's Name</b>	Please specify here the name your Organization, not the RA's name.
	Società Italiana degli Autori ed Editori
<b>Acronym (if any)</b>	SIAE
<b>Main Address</b>	Viale della Letteratura,30
<b>Zip Code</b>	00144
<b>City Name</b>	Roma
<b>Country</b>	Italia
<b>Web Site</b>	www.siae.it
<b>Main email address</b>	
<b>Phone numbers</b>	00 39 06 59901
<b>Fax number</b>	00 39 06 59647050 / 52
<b>Organization's Legal Type</b>	Public Corporation based on membership (Ente pubblico a base associativa)
<b>Place &amp; Date of incorporation</b>	The Society protects authors' rights since 1882
<b>Registration number</b>	CCIAA di Roma (Chamber of Commerce of Rome) (REA n. 840555) registration and fiscal code number 01336610587
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	Angelo Della Valle
<b>Job Title</b>	
<b>Job Function</b> (brief description)	Society General Manager
<b>Email</b>	direttoregenerale@siae.it
<b>Phone numbers</b>	00 39 06 59902309
<b>First &amp; Last Names</b>	Lucia Bistoncini
<b>Job Title</b>	
<b>Job Function</b> (brief description)	Audiovisual Department Manager
<b>Email</b>	Lucia.Bistoncini@siae.it
<b>Phone numbers</b>	00 39 6 59902208

## Description of your Organization's Activities

Please give a brief extensive description of your organization main activities.	
<b>Main Activities</b>	<p>ANICA, member of Confindustria, represents the industrial side of the film and audiovisual sectors. Members include film producers, film and multimedia distributors, technical enterprises, firms specialized in the production of short films, advertisements and documentaries and companies that operate multiplex theatres. ANICA, founded in 1945, represents the industry in political and union affairs, in addition to promoting the Italian films at home and abroad.</p> <p>In Italy, it serves as the representative of the Motion Picture Academy, organising the selection of the Italian candidate for the Best Foreign Film Oscar. It is a founding partner of the David di Donatello Award. It is a member of the FIAPF, the world federation of film producers' associations and it represents the MEDIA Programme of the European Union in Italy, through the MEDIA Desk Italy.</p> <p style="text-align: center;">*****</p> <p>API (Autori &amp; Produttori Indipendenti) is the most important association of Italian Independent Authors and Producers of cinema. As the first unitary structure that has overcome the gap between creators and producers of images, it has thus made everybody involved responsible for the defence of the public's right to have access to a really differentiated cultural offer the quality of which is ever increasing.</p> <p>Besides, being API an aggregation of forces with different cultural and entrepreneurial backgrounds that look to a modern and industrial development of the audiovisual sector, it acts a unitary interlocutor for anybody – both institutions and civil society – who wishes to modernize Italian cinema reorganizing and easing public intervention, favouring private venture capital and granting everybody the same opportunities of access to a market in which competition is ensured by certain ad transparent rules.</p> <p>API is working in favour of a redefinition of the mechanisms governing public support to the cinema industry recognizing its cultural importance and social value and making such mechanisms transparent and effective.</p> <p>API favours the development of a network of modern and competitive businesses asking to the institutions for the introduction of tax facilities and relief for persons wishing to invest in audiovisual works.</p> <p style="text-align: center;">*****</p>

	<p>APT was established in 1994 with the purpose of representing its members towards public Authorities and television networks (both public and private), to protect their interests, to back their organizational, technological and economic development, and above all to support the needs and expectations of this sector on the occasion of national laws or EU Directives concerning television production.</p> <p>54 independent production companies are members of APT: their work accounts for over 70% of the overall turnover of this sector, which amounts to some 500 million Euro per year, with an employment (either direct or included) of approximately 350.000 people.</p> <p>The vast participation of Italian independent producers in APT qualifies this Association as "first representative" of this category, attributing the same full title to act in the name and on behalf of its members with respect to negotiation and stipulation of economic, associative and union agreements, organizing and ensuring the proper functioning of all common services of fiscal, legal and technical assistance and advice, for public relations end for relations with the press.</p> <p>APT is also members of Confindustria, of "Sistema Cultura Italia" and of CEPI (European Coordination of Independent Producers) in Bruxelles, in which holds the office of Vice-President.</p> <p style="text-align: center;">*****</p> <p>SIAE – Italian collective Society which, according to Italian Copyright Law, manage authors' rights for every type of works, including audiovisual ones. For audiovisual works in particular SIAE administer and collect authors' remuneration on broadcasting rights, retransmission rights, blank tape levy, video carriers distribution rights, etc...</p> <p style="text-align: center;">*****</p>
<p><b>Number of Employees</b></p>	<p>You can provide an organization chart of your organization (which will not be published)</p> <p>ANICA employs 41 people, all departments and subsidiaries included</p> <p>API employs 2 people. 1 General Manager and 1 Foreign Relation Officer. The Board of Directors is composed by 4 producers (members) and 4 authors (members)</p> <p>APT employs 11 people</p> <p>SIAE - 16 employees work in SIAE's Audiovisual Department. As to the collection of home video royalties, regional offices of SIAE are also involved. Other offices of SIAE, including the IT System, obviously take part in the distribution procedures and the membership management.</p>



<b>Financial information on the last 3 years activities</b>	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.
	See attachement

## Information about the Prospective ISAN Registration Agency (RA)

<b>Name of Prospective RA</b>	Please provide the name of the ISAN prospective Registration Agency.
	ISAN ITALIA or Agenzia ISAN Italia (final name to be determined)
<b>Prospective RA's Market</b>	Please specify the market the prospective ISAN RA intends to cover (i.e. specific country, region, specific customers' types, specific organization's members, etc...)
	All Italian audiovisual work (production / co production), of any kind, length and genre, especially feature films and television works
<b>Prospective RA Founding Organization(s)</b>	Please provide information on the different organizations (if any) founding the prospective RA
	ANICA , API, APT, SIAE
<b>Evidence of support from audiovisual organization</b>	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.
<b>Organization's Interest in becoming an ISAN Registration Agency.</b>	Please provide information and reasons of why your organization wants to become an ISAN Registration Agency in the specified market or territory.
	The prospective Founding Organizations are the Italian most representative subjects in all film and audiovisual sectors, both on the authors and the industry side. It's our Organizations' common understanding that ISAN can be an effective ad useful tool for identifying and tracking any new AV work, current production and existing library. Therefore, it's necessary to promote the use of ISAN among producers and rightholders to make it have an extensive diffusion and make the registration possible in the easiest way. Creating an Italian Registration Agency seems to fulfill these expectations.

## Information about the prospective RA's Implementation Plans

<b>Prospective RA Commencement Date</b>	Please provide information on when the prospective RA intends to start offering the ISAN services in its market
	Reasonably, 2007 second half
<b>Prospective RA's Customers</b>	Please provide information on customers the prospective RA intends to offer ISAN services to (type of customers, number of customers)
	All our Organizations' Members; Other Organizations' Members (Doc/it; Cartoon Italia etc.) Any other Italian producer or rightholder, the public ones included.
<b>Prospective RA potential ISAN Work Registration</b>	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.
	It can be estimated approximately in 400 new works on a yearly basis
<b>Prospective RA potential Existing Catalog</b>	Please provide information on the number of potential existing audiovisual work registrations for ISANs the prospective RA intends to tackle in its market.
	Yet to be investigated. It can be estimated in about 7.000 works
	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.
<b>Prospective RA potential Other Services Offering</b>	Yet to be investigated. As far as SIAE is concerned the current repertoire administered can be indicated in about 140.000 works, including foreign works.
	Please provide information and a brief description on any other services beside ISAN services the prospective RA intends to provide in its market.
	None at the moment

## Prospective RA's Other Information and Comments

None at the moment

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](http://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:  
ANICA  
Paolo Ferrari (President)

Date 2 5 MAG 2007

Signature

Organization Name:  
API  
Angelo Barbagallo (President)

Date 2 5 MAG 2007

Signature

Organization Name:  
APT  
Fabiano Fabiani (President)

Date 2 5 MAG 2007

Signature

ASSOC. PRODUTT. TEL.

Organization Name:  
SIAE  
Angelo Della Valle (General Manager)

Date

Signature

2 5 MAG 2007