ISAN
INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of Interest

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
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.
	Japan Video Software Association
Acronym (if any)	JVA
Main Address	3F Tsukiji MF Bld. No.26 2-16-2 Tsukiji, Chuou-ku
Zip Code **City Name**	1040045 Tokyo
Country	Japan
Web Site	http://www.jva-net.or.jp/en/index.html
Main email address	info@jva-net.or.jp
Phone numbers	+81 3-3542-4433
Fax number	+81 3-3542-2535
Organization's Legal Type	A corporate juridical
Place & Date of incorporation	Tokyo, 1971
Registration number	
Please provide here below details of your organization's main point of contacts.	
First & Last Names	Takero Goto
Job Title	Secretary General
Job Function (brief description)	Manage of the secretariat.
Email **Phone numbers**	gotoh@jva-net.or.jp +81 3-3542-4433
First & Last Names	Buichi Komazaki
Job Title	Assistant General Manager of General Affairs & Manager of Business Affairs
Job Function (brief description)	Study of Multimedia and broadband contents distribution
Email **Phone numbers**	buichi@jva-net.or.jp +81 3-3542-4433

Description of your Organization's Activities

	Please give a brief extensive description of your organization main activities.

Main Activities	Japan Video Software Association(JVA) was founded in July, 1971 by video software manufactures and sales companies for the purpose of contributing to the development of the video software industry in Japan. Our main activities are as follows
	  1. Promote sound marketing
	  2. Promote copyright protection
	  3. Studies on censorship
	  4. Market survey and publicity
	  5. Cooperation with government offices and allied organizations
	  6. Promotion of Multi-Media

	You can provide an organization chart of your organization (which will not be published)
Number of Employees	11 peoples
	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.
Financial information on the last 3 years activities	We are nonprofit organization, so our income is based on a member fee. We act as balancing to a range of the income. We have 35 regular members and 23 associated members, and their fee in 2006 were in total 130million yen.

Information about the Prospective ISAN Registration Agency (RA)

Name of Prospective RA	Please provide the name of the ISAN prospective Registration Agency.
	NA, possibly ISAN Japan
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…)
	Japan
Prospective RA Founding Organization(s)	Please provide information on the different organizations (if any) founding the prospective RA
	JVA
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.
	We get support of all our members companies. And list of our members companies See our website at http://jva-net.or.jp/en/membership_en.pdf
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.
	Our members need ISAN number to publishing their contents for HD DVD and BD. By interviewing our member companies, we realized the need for local RA in Japan. We plan to support all content owners including our member companies. We know 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. And we believe that the development of ISAN can greatly benefit all players in our members audiovisual works.

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
	NA (as soon as we can)
Prospective RA's Customers	Please provide information on customers the prospective RA intends to offer ISAN services to (type of customers, number of customers)
	1. Our members 2. Any content owner in Japan who need ISAN identification for the publishing of HD DVD or Blu-ray discs. 3. Any content owner in Japan who need ISAN identification for electronic distribution of the Audiovisual works.
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.
	Our members published over 5000 titles of DVD every years. We think it will be all replaced by HD DVD and BD in several years.
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.
	Our members have published almost 30,000 titles in VHS and DVD by the end of 2006. So we think similar number of titles will be published in HD DVD and BD, in the future.
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.
	ISAN user manual in Japanese. Assistance for prospective Registrant.

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.
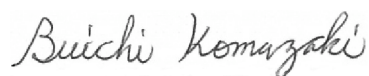
Organization Name: Date

__Japan Video Software Association__   _March 20, 2007_____

__Buichi Komazaki_____   _____
Name of person signing the EOI   Signature