



# ISAN

INTERNATIONAL STANDARD  
AUDIOVISUAL NUMBER

## Expression of Interest

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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](http://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 – CEO & 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.
	SE-YAP Movie Producers Professional Association
<b>Acronym (if any)</b>	SE-YAP
<b>Main Address</b>	Suleyman Seba Cad. Acisu Sok. Tahsinbey Apt. No : 1/16 Macka
<b>Zip Code</b>	34357
<b>City Name</b>	Istanbul
<b>Country</b>	Turkey
<b>Web Site</b>	www.se-yap.org.tr
<b>Main email address</b>	genelsekreterlik@se-yap.org.tr
<b>Phone numbers</b>	+90-212-2363915
<b>Fax number</b>	+90-212-2273056
<b>Organization's Legal Type</b>	Professional Association
<b>Place &amp; Date of incorporation</b>	14 June 2007, Istanbul
<b>Registration number</b>	7710307789 (Tax Number)
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	Nida Karabol Akdeniz
<b>Job Title</b>	Chairwoman
<b>Job Function</b> (brief description)	Managing the board of management.
<b>Email</b>	nidak@se-yap.org.tr
<b>Phone numbers</b>	+90-212-3258888
<b>First &amp; Last Names</b>	Nilufer Sapancilar
<b>Job Title</b>	General Secretary
<b>Job Function</b> (brief description)	Handling all general secretarial jobs.
<b>Email</b>	nilufers@se-yap.org.tr
<b>Phone numbers</b>	+90-212-2363915

## Description of your Organization's Activities

<p><b>Main Activities</b></p>	<p>Please give a brief extensive description of your organization main activities.</p> <ul style="list-style-type: none"> <li>- Establish administrative and professional relationships with overseas public institutions and bodies, private law real and legal persons in particular.</li> <li>- Organise festivals, meetings, promotion events both in Turkey and abroad as well as it will take part in such organisations and serve as a bridge between different cultures.</li> <li>- Provide protection to its members rights, and extend its activities to protect the rights of foreign national real persons and/or legal persons in Turkey build by the laws of foreign countries who have neighbouring rights in connection with the rights of authors;</li> <li>- Follow up these rights and will ensure the collection of indemnities that may emerge in their behalf and fees emanating from their neighbouring rights based on rights of authors.</li> <li>- Taking legal actions concerning the rights of our members at all institutions and enterprises</li> <li>- Carry out anti-piracy activities on behalf of its members.</li> </ul>
	<p>You can provide an organization chart of your organization (which will not be published)</p> <p>2</p>
<p><b>Number of Employees</b></p>	



<p><b>Financial information on the last 3 years activities</b></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><del>SE-YAP was established last year and its balance sheet shall be submitted for approval at the annual general meeting at the end of the year. However, SE-YAP's net income for the first 6 monhs of the year amount to .....</del></p> <p>SE-YAP was established last year and its balance sheet shall be submitted for approval at the annual general meeting at the end of the year. However, SE-YAP's net income for t he first 6 months of the year 2008 amount to 49500 YTL.</p>
	<p><del>SE-YAP was established last year and its balance sheet shall be submitted for approval at the annual general meeting at the end of the year. However, SE-YAP's net income for the first 6 monhs of the year amount to</del></p> <p>SE-YAP was established last year and its balance sheet shall be submitted for approval at the annual general meeting at the end of the year. However, SE-YAP's net income for the first 6 monhs of the year amount to</p>

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

<b>Name of Prospective RA</b>	Please provide the name of the ISAN prospective Registration Agency.
	SE-YAP Movie Producers Professional Association
<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...)
	Production companies including but not limited to SE-YAP members, content providers, broadcasters, and others in Turkey
<b>Prospective RA Founding Organization(s)</b>	Please provide information on the different organizations (if any) founding the prospective RA
<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.
	SE-YAP has very strong relationships with production companies as it is a professional association of movie producers. Letters of support from Ozen Film Filmcilik ve Sinemacılık T.A.Ş. and Fida Film Yapım Dağıtım ve Reklamcılık A.Ş. is attached to this EOI.
	Please provide information and reasons of why your organization wants to become an ISAN Registration Agency in the specified market or territory.

**Organization's Interest in becoming an ISAN Registration Agency.**

We believe that ISAN number is important for the fight against piracy and for the protection of rights holders.

## 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
	January 1, 2009
<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)
	Content providers, broadcasters, production companies including but not limited to SE-YAP's members. 20 – 50 new audiovisual works created and distributed in Turkey.
<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.
	20 – 50 new audiovisual works per year.
<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.
	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.
	SE-YAP is a professional association of movie producers. SE-YAP has around 30 members which have more than 200 existing audiovisual works.
<b>Prospective RA potential Other Services Offering</b>	Please provide information and a brief description on any other services beside ISAN services the prospective RA intends to provide in its market.
	SE-YAP manages the rights of its members.



## 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](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:

Date

SE-YAP

Movie Producers Professional Association



Nida Karabol Akdemir

Name of person signing the EOI

Signature

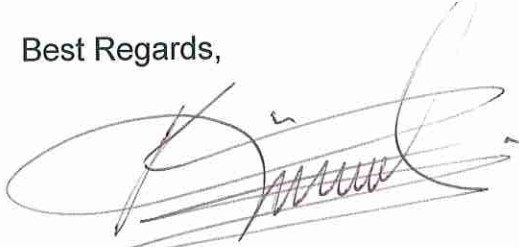
08.09.2008

**ISAN International Agency**  
**30, rue de Saint Jean**  
**CH-1203 Geneva**  
**Switzerland**

Dear Sir or Madame,

We hereby would like to inform you that we support the ISAN RA candidacy of SE-YAP Movie Producers' Professional Association in Turkey.

Best Regards,



Özen Film Filmcilik ve Sinemacılık T.A.Ş.  
Atıf Yılmaz Caddesi No:11  
Beyoğlu-İstanbul, Turkey  
Tel : + 90 212 293 70 70  
Fax : + 90 212 292 84 84  
E-mail : [halukunsal@superonline.com](mailto:halukunsal@superonline.com)  
Web : [www.ozenfilm.com.tr](http://www.ozenfilm.com.tr)



08.09.2008

**ISAN International Agency**  
**30, rue de Saint Jean**  
**CH-1203 Geneva**  
**Switzerland**

Dear Sir or Madame,

We hereby would like to inform you that we support the ISAN RA candidacy of SE-YAP Movie Producers' Professional Association in Turkey.

Best Regards,

**FIDA FILM YAPIM**  
**DAĞITIM VE REKLAMCILIK**  
**ANONİM ŞİRKETİ**  
SERMAYE: 5.000.000 YTL.

Fida Film Yapım Dağıtım ve Reklamcılık A.Ş.  
Levent Mah. Şakayıklı Sok. No:15 34330  
3. Levent / İstanbul, Turkey  
Tel : + 90 212 325 90 10  
Fax : + 90 212 325 90 15  
E-mail : [sukran.keskin@fidafilm.com](mailto:sukran.keskin@fidafilm.com)  
Web : [www.fidafilm.com](http://www.fidafilm.com)