



# ISAN

INTERNATIONAL STANDARD  
AUDIOVISUAL NUMBER

## Expression of interest

ISAN Registration Agency

Agreement procedure

Document reference : ISAN-AP-01

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Author: ISAN International Agency

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## Table of content

1	INTRODUCTION	3
2	GENERAL INFORMATION ABOUT YOUR ORGANIZATION	4
2.1	Adress and main information	4
2.2	Contact(s) person(s)	5
3	DESCRIPTION OF YOUR ORGANIZATION	6
4	INFORMATION ON YOUR CURRENT ACTIVITIES	8
5	INFORMATION ABOUT THE REGISTRATION AGENCY IMPLEMENTATION	10
6	OTHER COMMENTS AND USEFUL INFORMATION	12

# 1 Introduction

This expression of interest is the first phase of the ISAN Registration Agency agreement process.

The aim of the expression of interest is to check the ISO compliance of your application.

In case of positive answer, you will be requested to provide a complete business plan describing in detail the implementation of the ISAN Registration Agency.

All the information provided in this document are to be considered has public, and you allow the ISAN International Agency to publish the content of your expression of interest on its public website.

If you intend to create a new organization in order to support the activity of being an ISAN Registration Agency, please provide on this document information on the founders of this new structure and any **available** information on the new structure itself. **If these information are not available at the moment, information on the founders are enough for the expression of interest.**

You can add any addendum to this document.

Please send this form (by email or postmail), duly completed in English at all points to:

<p><b>ISAN International Agency</b> 26 rue de Saint Jean 1207 Geneva Switzerland +41 / 22 / 545 10 00 info@isan.org</p>
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For any question you can contact:

Patrick Attallah, Managing Director of the ISAN International Agency.

Email: [Patrick.attallah@isan.org](mailto:Patrick.attallah@isan.org)

## 2 General information about your organization

### 2.1 ADDRESS AND MAIN INFORMATION

<b>Name</b>	Tribune Media Services
<b>Acronym</b>	TMS
<b>Address</b>	435 N. Michigan Avenue Suite 1300
<b>Zip code and City</b>	Chicago, IL 60611
<b>Country</b>	United States
<b>Web Site</b>	<a href="http://www.tms.tribune.com">www.tms.tribune.com</a>
<b>Main email address</b>	<a href="mailto:jzelenka@tribune.com">jzelenka@tribune.com</a>
<b>Phone numbers</b>	00 1 312/222-4871
<b>Fax numbers</b>	00 1 312/755-1519

## 2.2 CONTACT(S) PERSON(S)

First name	John
Last Name	Zelenka
Job Title	Manager, Business Development
Duties	Business Analysis Development of Strategies for TMS Entertainment Products Division
Email	<a href="mailto:jzelenka@tribune.com">jzelenka@tribune.com</a>
Phone number	00 1 312/222-4871

First name	Kenneth
Last Name	Carter
Job Title	Managing Director, TVData
Duties	Manages European operations for TMS Entertainment Products Division
Email	<a href="mailto:khcarter@tribune.com">khcarter@tribune.com</a>
Phone number	00 31 20 680 2561

### 3 Description of your organization

<b>Juridical status</b>	Corporation
<b>Place and country of registration</b>	State of Delaware, United States of America
<b>Registration number</b>	0322320
<b>Date of registration</b>	March 27, 1933
<b>Names and description of public and private sector partners</b>	please provide information about the status of those partnerships as well as basic information about the type and scale of contribution to the project from each of them (financing, services, expertise, access to clusters of potential registrants, etc)
	N/A

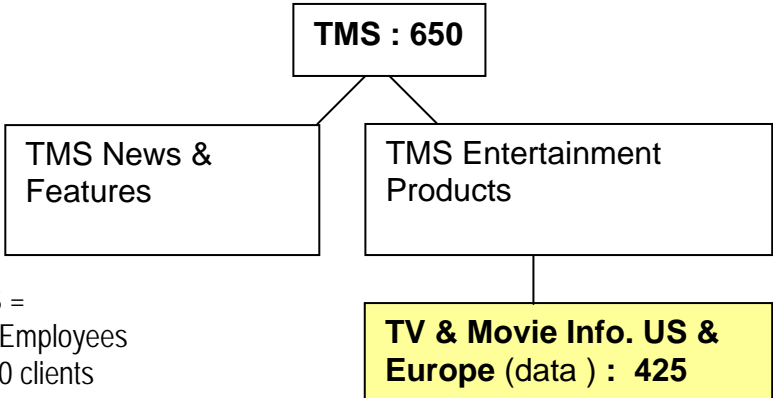
**Evidence of support from producers' organization**

As the largest international provider of television and movie listings, TMS works closely with virtually all U.S. programming producers and distributors to aggregate, enhance and disseminate the essential data describing their audio-visual content to audiences. We believe that A-V producers would enthusiastically support TMS as a credible, effective registration authority.

On the technical side, we have developed and support several deep content databases, which house this A-V metadata content – including television listings, movie showtimes and descriptive data (such as cast, crew, genre and program descriptions). We accept, warehouse and deliver this data from thousands of sources using a broad range of industry-accepted technologies and technical specifications to meet the needs of diverse producers and distributors, as well as print, broadcast, cable, DBS, DVR and other clients. We support the technical infrastructure and extensive backup systems to support this endeavor.

TMS is experienced in assigning unique identifiers for the thousands of A-V works on which we provide data. TMS' position as a trusted editorial data intermediary between sources (producers) and thousands of worldwide media outlets gives it a unique advantage as a trusted broker and registrar of ISAN numbers.

## 4 Information on your current activities

<p><b>Description of your current activities</b></p>	<p>Tribune Media Services (TMS) is a wholly owned subsidiary of Tribune Company (NYSE: TRB), a large media company operating businesses in publishing, broadcasting and interactive media. TMS syndicates media content comprising news &amp; features, such as columns, cartoons and photos, as well as entertainment data – including schedules and descriptive metadata for A-V content such as television programs and theatrical movies.</p> <p><b>TV Information</b> TMS gathers essential TV program data from producers, programmers and distributors. TMS aggregates, enhances and distributes this data to millions of consumers through its customers, using a variety of formats and technological specifications. Customers populate their programming guides using TMS data. Customers include North American newspapers, online publishers, cable operators, satellite operators, digital video recording clients, consumer electronics companies, and others. Examples include the <i>Chicago Tribune</i>, <i>America Online</i>, <i>Time Warner Cable</i>, <i>DirecTV</i>, <i>TiVo</i> and <i>Hewlett Packard</i> respectively. Our thousands of customers and millions of viewers depend on TMS to tell them “what’s on.” TMS currently gathers TV listings for over 25 countries. TMS also provides data to broadcasters to help them populate their PSIP tables to comply with ATSC digital television requirements, many of which accommodate ISAN.</p> <p>Managing massive databases that include worldwide A-V data from thousands of sources gives TMS a unique perspective to promote the value of standardized A-V numbers, as well as versions of those numbers.</p>
<p><b>Size of your organization (number of employee, organization chart, etc...)</b></p>	<div style="text-align: center;">  <pre> graph TD     TMS[TMS : 650] --- TMS_NF[TMS News &amp; Features]     TMS --- TMS_EP[TMS Entertainment Products]     TMS_EP --- TMS_EP_Info[TV &amp; Movie Info. US &amp; Europe (data) : 425]             </pre> </div> <p>TMS = 650 Employees 4,000 clients 3 international offices Founded in 1918 as Chicago Tribune-New York News Syndicate</p>



<b>Financial information on the last 3 years of activities</b>	Financial information on Tribune Company subsidiaries, including TMS, is not provided separately. Financial information on Tribune Company (TRB) is available at <a href="http://www.tribune.com">www.tribune.com</a> .

## 5 Information about the Registration Agency implementation

<p><b>Why do you intend to be an ISAN Registration Agency (express your interest) ?</b></p>	<p>We believe that TMS is uniquely qualified to collect and disseminate information – both pre- and post-broadcast – related to A-V works for several reasons.</p> <ol style="list-style-type: none"> <li>1. Our current, expert position as an intermediary for a large database of North American and European A-V data and as a trusted editorial broker of this data.</li> <li>2. A widely accepted ISAN may help facilitate our business processes.</li> <li>3. ISAN would be advantageous to both TMS and its customers (producers, distributors, broadcasters, and ratings and research organizations), thus we have a clear interest in helping ISAN succeed by speeding the registration process.</li> <li>4. The current TMS business model is based on collection and dissemination of data. TMS is uniquely positioned to put forth and execute a successful business model related to being an ISAN Registration Authority.</li> <li>5. We are actively involved in ISAN, ATSC, TV-Anytime, NAB, the Consumer Electronics Association's Open EPG Working Group and several other industry groups with proximity and relevance to ISAN. TMS technology staff has already developed samples of ATSC S1 PMCP XML schema, which includes ISAN as a fundamental part moving forward. In addition, TMS is actively involved in developing the TV-Anytime Forum specifications, which also accommodate ISAN.</li> <li>6. Our experience and position within a large media company is invaluable to meeting the needs of A-V content owners and producers as ISAN develops. TMS has a close working relationship with Tribune Broadcasting. We work in concert with the broadcast group on most of the A-V focused standards bodies in which we participate.</li> </ol>
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<p><b>When do you intend to open your ISAN Registration Agency?</b></p>	<p>As soon as possible, pending our business analysis and the meeting of our technical requirements.</p>
<p><b>Which geographical region do you plan to cover ?</b></p>	<p>North America Also, possibly Latin America (S. America &amp; Mexico)</p>
<p><b>Do you plan to work on a certain market segment only (with a certain type of registrant) ?</b></p>	<p>No</p>
<p><b>What is your initial assessment of the potential for ISAN registrations per annum in your relevant market ?</b></p>	<p>Up to 500,000, based on our experience creating our own program records.</p>
<p><b>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></p>	
<p><b>Total works</b></p>	<p>NA - NONE</p>
<p><b>If these works are managed with an IT system, briefly describe it e.g.: Operating System, Database, Development language, web interface, etc...</b></p>	<p>N/A - NONE</p>

## 6 Other comments and useful information

By sending the expression of interest you accept the term of reference of an ISAN registration agency and the agreement process associated.

The Expression of Interest is not a legally binding document. Candidates completing the Expression of Interest and returning it to ISAN IA should not therefore expect that doing so constitutes a formal commitment or contractual engagement for either themselves or the International Agency. A binding contract will only be signed after the completion of the selection process by the International Agency and detailed discussions about the content of each agreement with successful candidates.

You will be contacted within 1 month after reception of this document with an answer to your request.

Organization:

Date

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Signature:

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