



Busan October 21st 2015. KOFIC (Korean Film Council), registered 128 classical Korean films with ISAN

- Korean classic films such as [An Aimless Bullet](#), are permanently preserved in ISAN International Database.
- ISAN serves as a bridgehead for overseas distribution of audiovisual contents

□ KOFIC (Chairman Kim Sae-hoon), as an ISAN registration agency, has completed allocating ISAN to 128 classical movies including [An Aimless Bullet \(1961, Yu Hyun-Mok\)](#) and [Mother and a Guest \(1961, Sin Sang-Ok\)](#).

□ The ISAN, referenced as ISO 15706-1&2 by the International Organization for Standardization, is a voluntary numbering system for the identification of audiovisual works. Descriptive data (metadata set) of audiovisual contents registered in ISAN is permanently preserved in ISAN international database, managed by ISAN IA, in Switzerland.

□ Furthermore, an ISAN uniquely distinguishes one audiovisual work from all other audiovisual works. Because it makes easier to identify the work and keep track of an audiovisual production's use, global content platforms such as YouTube, iTunes recommend ISAN for content identification.

□ On October 2014, ISAN IA appointed KOFIC as the ISAN registration agency for South Korea. Currently 19 ISAN registration agencies are appointed by ISAN-IA in France, Australia, USA, etc.. Since candidates have applied to operate an

ISAN registration agency in India and China, it is expected that ISAN based identification and distribution of audiovisual content in East Asia will be invigorated.

□ The secretary general of KOFIC, Michael H.M.Park expects that "*In a multi-platform (diversified platform) environment, ISAN will facilitate the international distribution of domestic audiovisual contents as well as establish a more flexible market for distributors, consumers and others.*" Park added, "*KOFIC will encourage the ISAN registration so that audiovisual works of Korea can be preserved.*"

□ Currently, KOFIC provides ISAN registrant account free of charge for domestic film production, distribution companies and broadcasting companies. Authorized registrants can use the ISAN services for free.

□ For further information, contact the ISAN KOREA office at +82 51-720-4857 or isankorea@kofic.or.kr

Reference: www.isankorea.or.kr