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The Unique & Global Identifier for Audiovisual Works

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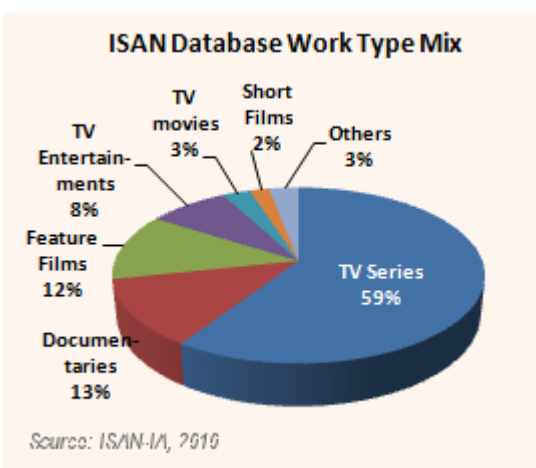
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Highlights : ISAN Database figures...

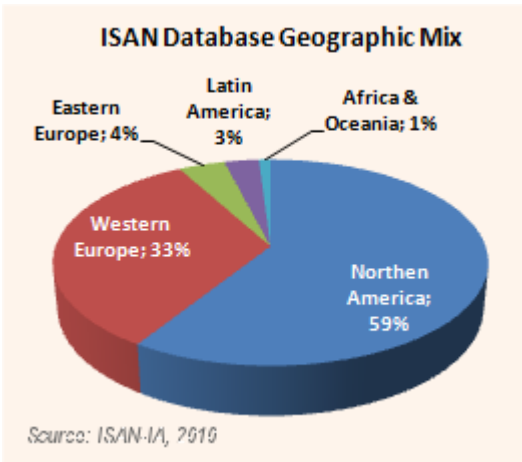
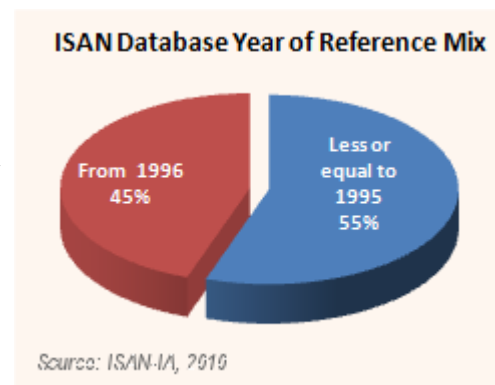
ISAN Database: Approximately 600.000 ISANs already registered

The **ISAN Database** now contains approximately **600.000 registrations** and counts more than **3500 active clients**, including several national broadcasters, in about **50 countries worldwide**. The number of producers, distributors, broadcasters, authors and screenwriters, who have chosen to declare their works with ISAN, increased of around 30% in 2009 .



During last year, several major broadcasters have started to register their contents with ISAN. Therefore **works for television** (Series, television entertainment and TV movie) represent about 70% of the whole database. 13% of the ISAN repository corresponds to documentaries, while 12% to feature films.

The ISANs allocated to **new or recent productions** are growing. These have reached almost half size of the ISAN database (45%). At the same time, **archive works** which are becoming increasingly valuable on the market thanks to the rapid development of new digital video on demand services represents about 55% of the whole database.



The wide geographic repartition of the works registered in the ISAN Database confirms the broad **adoption of the Standard** by the audiovisual industry. Indeed, 59% of the whole database concern works produced in Northern America, 33% in Western Europe, 4% in Eastern Europe, 3% in Latin America and 1% in Africa and Oceania.

The **forecast for the year 2010 is very encouraging**. Many Audiovisual Institutions and Organizations have adopted or even made ISAN mandatory driving strongly the general acceptance of the standard.

ISAN Milestones 2009-2010	
Q1 2009	<ul style="list-style-type: none"> • UK Film Council requires the ISAN number for all films participating at the lottery production funding; • The European Standard "EN 15744 - Film identification - Minimum set of metadata for cinematographic works" is published: ISAN is the preferred Identifier for the indexing and exchange of cinematographic works among European countries;
Q2 2009	<ul style="list-style-type: none"> • Agence Française ISAN, Secure Path Media and Aribsan join ISAN International Agency as Associate Members; • Lumière Database integrates ISAN codes; • AACs Final Agreement is published: Managed Copy is mandatory for Blu-ray discs by now. ISAN is the content ID in AACs Managed Copy; • 7th Registration Agency Committee is held in Geneva (Switzerland);

Q3 2009	<ul style="list-style-type: none"> • The Spanish Public Television (TVE) adopts ISAN; • ISAN is made mandatory in Spain by the Basque Government for subsidies it grants to audiovisual productions; • Kopioisto (Finnish Collective Society) adopts ISAN; • ISAN is encouraged for applicants for films to be funded by the Austrian Film Institut;
Q4 2009	<ul style="list-style-type: none"> • More than 250.000 works from the IDA Database are matched with those from the ISAN database in order to disseminate the corresponding ISANs in the IDA database; • House of Cinema (Iran) submits an Expression of Interest to become an ISAN Registration Agency; • 8th Registration Agency Committee is held in Geneva (Switzerland); • Adoption and publication of ISAN Terms of Use; • Brazilian Association of Television and other Media Writers (AR) adopts ISAN for their members;
Q1 2010	<ul style="list-style-type: none"> • Angoa and Procirep in France and EGEDA in Spain have made ISAN mandatory for all works registered with them for the rights collection purposes; • An ISAN code is allocated to all films screened at the 45th Solothurn Film Festival (Switzerland); • Procirep launches a new online Registration platform, connected to the central ISAN Repository, to provide the French producers a suitable tool to register their works within the ISAN French Agency; • Filmret, the Center for Rights of Danish Film and TV Producers, submits an Expression of Interest to become an ISAN Registration Agency in Denmark.

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ISAN Adoption

Spain: ISAN is made Mandatory for works registered with EGEDA



[EGEDA](#), the Spanish Audiovisual Producers' Rights Management Association, has made **ISAN mandatory for its rights management purposes**. Starting from January 2010, all works registered with EGEDA shall require an ISAN number.

EGEDA's decision to use ISAN as a mandatory content identification coincides with the strategy of other Rights Management Organizations such as [PROCIREP](#) and [ANGOA](#) in France that have also adopted ISAN as a mandatory requirement for all works registered with them since January 2010.



ISAN will make the rights management process of these organizations more efficient.

For contacting the **Spanish ISAN Registration Agency** (ARIBSAN), [click here](#)
 For contacting the **French ISAN Registration Agency** (Agence Française ISAN), [click here](#)

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Catalonian Institute for Cultural Industries and EGEDA Agreement: ISAN for Catalonian productions



Generalitat de Catalunya

The **Spanish Audiovisual Producers' Rights Management Association** ([EGEDA](#)) has come to an agreement with the **Catalonian Institute for Cultural Industries** (ICIC) for the internationalization, circulation and promotion of Catalonian productions. Assigning an **ISAN** to these works is

one of the most important tools that will be involved in this process.

Through the agreement, EGEDA, already a participant in the Catalonian Films & TV Consortium and member of the private foundation for the Sitges International Film Festival of Catalonia, is redoubling its efforts to carry out assistance and promotional activities for member producers.

The **Catalonian Institute for Cultural Industries encourages its producers** to use **ISAN** as it is the most suitable tool to minimize cataloguing and rights exploitations ambiguities. In Spain the ISAN codes can be obtained by the Ibero-American ISAN Registration Agency ([ARIBSAN](#)).

For contacting the **Spanish ISAN Registration Agency** (ARIBSAN), [click here](#)

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45th Solothurn Film festival: an ISAN for all films screened

45th Solothurn Film Festival

An **ISAN code** was allocated to all films screened at the **45th Solothurn Film Festival**, the most important event for Swiss film productions, held in January 2010. Each year the festival presents a selection of current Swiss Films. ISANs assigned to each film, can be retrieved within the [Festival Program](#), available online.

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Brazilian Association of Television and Other Media Writers signs ISAN Agreement



The **Brazilian Association of Television and other Media Writers (AR)** has signed an **Agreement** with **ABRISAN**, the local ISAN Registration Agency in Brazil, to **ISANize its works**. Marcilio Moraes, chairman of the Brazilian Association of Television and other Media Writers, has explained the reasons behind this important partnership. "We always had great difficulty controlling screenings or performances of works because there was no feasible means of doing so. I believe that ISAN and the agreement with ABRISAN will enable us to exert such control", says Moraes. Thanks to the agreement, the AR members will also benefit from lower fees when applying for an ISAN for their works. "The ISAN is a wonderful tool, as it facilitates marketing as well as digital monitoring of audiovisual works, curbs piracy and also enables collective management by identifying the actual holders of work's rights", Monica Frese, ABRISAN's CEO, said.

In **Brazil** the ISAN codes can be requested from the **ISAN local Registration Agency (ABRISAN)**. To contact ABRISAN, [click here](#)

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Prospective ISAN Registration Agency

Denmark: Filmret submitted an Expression of Interest for becoming an ISAN Registration Agency



Filmret, the Center for Rights of Danish Film and TV Producers, has submitted an **Expression of Interest** for implementing an **ISAN Registration Agency** in the coming months to serve the audiovisual market in **Denmark, Greenland** and in the **Faroe Islands**.

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ISAN Users' stories...

Imagem Filmes in Brazil ISAN: small investment, great guarantees



Images Filmes has recently discovered the world of benefits brought by the **ISAN** code in Brazil. The production company is responsible for bringing to the country big international box office hits, such as "**16 Blocks**", "**the Bank Job**" and 2006 Academy Award "**Winner Crash**". Imagem Filmes has already distributed more than **60 titles in Blu-ray format**, all bearing ISAN printed on the back cover.

Client of ISAN's Brazilian office - **ABRISAN** - since June 2008 when they started the Blu-ray production line, the company recognizes the importance of ISAN to the audiovisual market worldwide. "**Blu-ray is still very new in Brazil**", explains the supervisor of Cinema, Video and Television, Fernanda Zacchi. Even though ISAN is new technology, it can represent a milestone in the fight against movie piracy in the country. "**If it can work as an obstacle, it will be truly great**", says Zacchi. "**ISAN is a small investment in face of all guarantees offered**", she concludes.

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