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ITV adopts ISAN



ITV, one of the main private national broadcasters in Great Britain, is adopting ISAN for the content identification of all of its programs. This initiative, announced by ITV and ISAN UK, is in support of ITV's digital strategy and will enable the tracking and monitoring of ITV content throughout the work across multimedia platforms. John Cresswell, ITV's Chief Operating Officer, said: "the ability to exploit our content effectively is a key part of ITV's strategy and using ISAN will enhance our ability to do this". Max Graesser, ITV's Director of Operations has also expressed his favor to this new collaboration with ISAN: "ITV is delighted to build this relationship with ISAN. It reflects our commitment to digital working and our intent to ensure a secure supply chain model". ISAN adoption by ITV demonstrates the benefits of using ISAN for universal content identification and tracking, and after the announcement earlier this year by other major audiovisual industry players such as Phillips, Thomson and Harris to implement ISAN in their different software suite. It is expected that ITV's backing of ISAN will increase its adoption both in the UK and throughout the world.



[Read the full press release](#)

ATSC recommends ISAN



In the latest updated A/57B ATSC standard (published in May), "Content Identification and Labeling for ATSC Transport", ISAN is the content identifier recommended by the Advanced Television System Committee (ATSC), the Standard for Digital Broadcasting adopted in USA and many other countries. The standard specifies that when an ISAN has been assigned to a broadcast program, it should be used as the content identifier of reference, which can coexist with the ATSC content house number. The ATSC content identifier should only be used alone when an ISAN is not available for that content. With this recommendation, ATSC aims to bring the method for content identification in line with those defined in MPEG-2 systems. ATSC, replacing the analog NTSC system, is adopted in USA, Canada and in countries of Latin America such as Mexico, Honduras and Puerto Rico. Other Latin American countries such as Argentina are experimenting it. In Asia, ATSC has been adopted in South Korea.

For all these nations, ATSC is going to be central for broadcasting, as in coming years (according to national laws) broadcasting transmission will switch from analog to digital, scheduled for February 2009 in the USA, August 2011 in Canada, while South Korea is scheduled for December 2012.

ATSC is an international, non-profit organization, developing voluntary standards for digital television. Formed in 1982 by the member organizations of the Joint Committee on InterSociety Coordination (JCIC) - the Electronic Industries Association (EIA), the Institute of Electrical and Electronic Engineers (IEEE), the National Association of Broadcasters (NAB), the National Cable Telecommunications Association (NCTA), and the Society of Motion Picture and Television Engineers (SMPTE) - it counts currently approximately 185 members representing the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries.

For more information on the A/57B standard: "[Content Identification and Labeling for ATSC Transport](#)".

ISAN in Harris' EM Platform



ISAN has been integrated within the Harris "Enterprise Management (EM) Platform" dedicated to broadcasters, enabling a wide range of interoperable workflows, such as moving content and information among their different products and systems. 'Harris offers a wide array of solutions for broadcasters, and because of this, it is critical that they all work together as one', says Chris Lennon, Director - Integration & Standards at Harris Corporation. 'The "glue" that holds all this together is Harris' Enterprise Management Platform. We were pleased to be able to develop and demonstrate ISAN integration using the EM Platform earlier this year, and this new development was quite well received. This functionality allows the EM Platform to retrieve ISANs and associated metadata from the central ISAN database, meaning that users of Harris systems don't have to re-key that data into any systems that are connected to the EM Platform. The time and cost savings, not to mention the reduction of associated errors, results in tangible benefits for broadcasters.'

The Harris' solution uses also other industry standards such as SMPTE 2021 Broadcast Exchange Format (BXF) and System Information Protocol (PSIP), creating the efficiencies that broadcasters are expected to get today in order to stay competitive.

The world in going Blu...with ISAN



The number of V-ISAN (version ISANs) registrations for Blu-rays editions have increased so far of more than 600% in comparison with the same period in 2007.

Most blockbusters have now their Blu-ray edition, for which each has an associated ISAN (for the base title) and a V-ISAN for the Blu-ray version. The same blockbuster might have several Blu-ray versions (i.e. for specific regions), which each will as well get a V-ISAN identifying therefore the specific Blu-ray version. Recent or catalog films produced all over the world are all now available on Blu-ray and have all been registered in the central ISAN database, run and managed by ISAN-IA in Geneva (Switzerland). From those are: the US films such as "Ratatouille", "Ocean's Thirteen", "Déjà Vu" and "Rocky", the Anglo-American serial films of "Harry Potter", the Spanish "Volver", the Australian "The Ruins" or the Japanese "5 Centimeters per Second", as well as the popular TV series BBC's famous Planet Earth.



ISAN at the Ayam Beirut Festival



Beirut DC in collaboration with the ISAN International Agency (ISAN-IA), provided ISANs to each film screened during the 2008 edition of the Ayam Beirut Festival in order to promote the ISAN usage in Middle East. This operation helps as well indexing those audiovisual works catalogued in the Arab Cinema Directory. The recent partnership between

Beirut DC and ISAN-IA, aims to meet the common interest in delivering a global identification system to Arab produced films. Beirut DC, founded in Beirut, Lebanon in 1999, intends to provide help and support to Arab independent filmmakers, in facing up and overcoming the constraints facing independently-minded Arab cinema. Beirut DC has founded the Ayam Beirut Festival, which this year is at its 5th edition. More info on the Arab Cinema Directory on www.acdir.net.

ISAN-IA at the Content Online seminars

ISAN-IA, in its quality as an authority for audiovisual content identification, has shared its expertise and experience at different seminars related to online digital content distribution.



At the seminar held early September about 'the creation of a digital catalogue for images created in southern nations', organized by OIF, the International Organization for French speaking countries, experts of the audiovisual sector have wished the creation of a platform, hosting digitalized works, which will be destined to the professionals in order to facilitate the exchange of information on the works. This platform will be fed in two steps: during the first one, works coming from the African French-speaking countries will be added, then, in the second step, also the content coming from Asian French-speaking countries will be entered.

Within the framework of the French Presidency of the European Union, the Ministry for Culture and Communication has organized a seminar about "Creative content on-line", which took place in Paris, mid of September, with the ambition to facilitate the dialogue between those who participate in the creation of cultural content (cinema, broadcasters, audiovisual works, music, video games, book, press), the media, the Internet and telecommunications service providers, within five workshops. ISAN-IA has co-moderated with IFPI (International Federation of the Phonographic Industry), the 4th workshop entitled '**towards a greater on-line circulation of contents**'. From the many recommendations to the European Commission, participants have agreed on the necessity of improving the interoperability of DRM, of encouraging the usage of technologies such as fingerprinting and/or watermarking, in combination to unique content identification (like ISAN), and cataloguing of European creative content via standardized metadata facilitating licensing and tracking of digital content.



For more info on the "[Creative Content Online](#)" Seminar.

ISAN soon an official standard in China



ISAN and V-ISAN standards will soon officially become part of the Chinese national standard for identification codes to be used in online video contents. The Chinese Ministry of Culture has announced that as part of a move to combat online piracy and protect intellectual property rights, China will promulgate new National Standards for the identification of online contents which will be compliant with ISO Standards, specifically ISAN and V-ISAN for audiovisual content, as well as ISWC (the International Standard Musical Works Code) for music and ISTC (the International Standard Text Code) for texts. The National Technical Committee for the Standardization of Information and Documentation (NTCSID) and the Standardization Administration of China (SAC) will be working in coming months with ISAN-IA to finalize this process and work out the basis of the implementation of the Chinese ISAN Registration Agency.

ISAN Österreich (Austria) now operational

The ISAN network of appointed agencies continues to grow. **ISAN Österreich (Austria)**, the newly appointed Registration Office has started delivering its first ISANs for Austrian works. It has been founded by the two leading Austrian film industry institutions, the AMPA (Audiovisuelle Medienproduzenten Austria) representing Austrian audiovisual media producers, which also runs VAM (Verwertungsgesellschaft fuer Audiovisuelle Medien) the 25 years old collecting society, and the 'Fachverband der Film- und Musikindustrie', the Austrian film and music industry association.

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For more information on ISAN, please visit www.isan.org