



# The latest news

October 2009

The Unique & Global Identifier for Audiovisual Works

## In This Issue...

### International News

- [New ISAN-IA investors](#)
- [The Uk film Veteran and former President of ISAN-IA, Lawrence Safir, died at 62](#)

### ISAN Figures:

- [ISAN registrations doubled in 2009](#)

### ISAN & the Broadcaster World

- [Televisión Española to Register its Works with the ISAN code](#)

### ISAN as a Mandatory Content ID

- [Spain - Basque Government: ISAN made mandatory for subsidies to audiovisual productions](#)
- [France - PROCIREP & ANGOA have made ISAN mandatory](#)

### ISAN Adoption

- [Austria - ISAN encouraged for applications for films to be funded By the Austrian Film Institut](#)
- [Finland: Finnish collective copyright Organization Kopiosto adopts ISAN](#)

[Tell a Friend about the ISAN-IA's Newsletter](#)

## International News

### New ISAN-IA investors



ISAN International Agency (ISAN-IA) is proud to announce the arrival of three new investors: Agence Française ISAN (AF ISAN), Agencia Iberoamericana del Registro ISAN (ARIBSAN) and Secure Path Technology LLC.

As existing ISAN Registration Agencies in France, Spain and the United States, these companies bring additional strength and resources to ISAN-IA. Together with founding members **AGICOA** and **CISAC**, the new Associate Members' investment will enable the broadening of ISAN services to facilitate the uptake and expansion of the Standard by the Audiovisual Industry globally.

**ISAN-IA's Board elects Eric Baptiste as Chairman.** As Director General of CISAC (International Confederation of Societies of Authors and Composers), Mr. Baptiste has provided leadership and vision to ISAN-IA since its inception. Says Baptiste: "The ISAN standard is now in a major expansion phase, and this new investment will allow ISAN-IA to broaden its geographic reach and enhance the level of service to the Audiovisual Industry".

**ISAN-IA's strategy** is to license its database to a third party in order to allow the International Agency to focus its efforts on its core business, which is to maintain and develop the central ISAN Database, promote the ISAN standard and increase its global adoption throughout the audiovisual industry. At its meeting on July 9th, ISAN-IA's Board awarded the exclusive Global License Agency to US-based Secure Path Technology LLC to support the accelerated development of the ISAN database licensing and querying service.

(Read the whole [Press Release](#))



[top page](#)

## The UK film Veteran and former President of ISAN-IA, Lawrence Safir, died at 62

The passing of its good friend and previous President, Lawrence Safir, deeply saddens the ISAN International Agency. Mr. Safir died in a London hospital on August 5th, after a long illness. He was 62. Serving the ISAN Standard since its conception, Mr. Safir was an important protagonist of the audiovisual industry, building up the ISAN Standard to establish a unique identification for audiovisual programs. As a member of ISAN-IA's Board since its inception, he recently served as President of the ISAN International Agency for two years until July 2009, making an exceptional contribution derived from his long and successful career in the audiovisual industry.

[Read Lawrence Safir's Biography](#)

[top page](#)

## ISAN in Figures

### ISAN Registrations Doubled in 2009



ISAN allocations have almost doubled in the last 8 months from January to September 2009 in comparison with the same period last year.

In 2009 the ISANs allocations have increased of 75%. This confirms a widespread adoption of the ISAN Standard by the Audiovisual Industry.

Among the registrations, major films having received ISANs include "Harry Potter and the Half Blood Prince", directed by David Yates; "Transformers: Revenge of the Fallen", by Michel Bay; "Ice Age, Dawn of the Dinosaurs", by Carlos Saldanha; "Angels & Demons" by John Calley; and "Gran Torino" by Clint Eastwood.



To consult the ISAN Database, contact your local [ISAN Registration Agency](#).

[top page](#)

## ISAN & the Broadcaster World

### Televisión Española to Register its Works with the ISAN Code



Javier Pons, Director of TVE, and Enrique Cerezo, President of EGEDA, at the signing of the agreement

Spanish State Television (TVE) will register its works with ISAN codes. TVE and EGEDA, the Spanish audiovisual Producers' Rights Management Association, co-founder of ARIBSAN, the Spanish ISAN Registration Agency, have signed this agreement in July 2009 as part of their general framework collaboration.

As a public television company, TVE is an audience leader in Spain, and one of its largest creators of audiovisual content including fiction series, TV programs, and film productions. TVE is aware of the need to protect its works from piracy and audiovisual fraud, and to promote the protected circulation of its intellectual property. Assigning ISAN codes to Televisión Española works is one of the most important measures to do this. ISAN will allow better tracking of TVE works as they are emitted over different distribution channels, permitting better monetization as well as identification of unauthorized works.

For more information contact [ARIBSAN](#), Agencia Iberoamericana del Registro ISAN.

[top page](#)

## ISAN as a Mandatory Content ID

### Spain - Basque Government: ISAN made mandatory for subsidies to Audiovisual Productions

**ISAN has been made mandatory in Spain by the Basque Government for subsidies it grants to audiovisual productions.**

Among the requirements, applicants are requested to get an ISAN code for their works from the **Agencia Iberoamericana del Registro ISAN** (Aribsan).

The use of ISAN will enable improved cataloguing of the audiovisual works and their related rights exploitation process.

The Department of Culture has made almost 2 million euros available for subsidies, including 200,000 euro for the development of cinema, TV and multimedia projects. Eligible audiovisual works must have producers with at least one office in Euskadi, the Basque country.



For more information read the [ARIBSAN's Bulletin](#).

To contact [ARIBSAN](#), Agencia Iberoamericana del Registro ISAN, [click here](#)

[top page](#)

### France : Procirep and Angoa have made ISAN mandatory



The French TV and movie producers' collecting societies **PROCIREP & ANGOA** have made ISAN mandatory for works registration and royalty distribution purposes, including any project supported by those societies' cultural funds.

The decision taken last year to make ISAN mandatory as of 1st January 2010 has boosted the already high pace of registrations made with the French ISAN Registration Agency by 50%.

"This is a very positive decision for all stakeholders, as it will facilitate identification of works and exchange of information between PROCIREP and ANGOA and their sister companies in Europe, increasing the service rendered to rights holders to the benefit of all. We therefore expect other European collecting societies to follow this move in the coming months" said Idzard VAN DER PUYL, General manager of the French ISAN Registration Agency (Agence Française ISAN).



For more information contact the [French ISAN Registration Agency](#).

[top page](#)

## ISAN Adoption

### ISAN encouraged for applications for films to be funded by the Austrian Film Institut



Applicants for funding films from Austrian Film Institut, Austria's National Federal Film Institution, can now insert ISANs alongside their budget calculations for the candidate works.

The Austrian Film Institut has been established to provide funding for Austrian films with cultural and economic importance which seem likely to achieve both audience approval and international recognition.

For more information visit the [Austrian Film Institut](#).

Email to [office@isan-austria.org](mailto:office@isan-austria.org) to contact the **ISAN ÖSTERREICH**, the local Registration Agency in Austria.

[top page](#)

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### Finnish collective copyright Organization Kopiosto adopts ISAN

**Kopiosto, the Finnish collective copyright organization, has adopted ISAN codes to identify feature films.** As the original titles are usually translated or changes when the works are distributed internationally, ISAN improves the identification of audiovisual works. This makes the international tracking works easier, and it helps to improve the management of royalty payments.



With 44 member organizations, Kopiosto represents authors, publishers and performing artists across many forms of culture and communication including licensing for photocopying, recording and use of radio and TV programs, and retransmission of TV channels. Kopiosto is also working to develop new licensing solutions for the challenges in evolving modern-day communication.

For more information [www.kopiosto.fi](http://www.kopiosto.fi)

[top page](#)

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