



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

ISO15706 Progress Report to ISO TC46 SC9 (2013-2014)

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Since the last Plenary of ISO TC46/SC9 in Paris in June 2013, ISAN International Agency (ISAN-IA) has continued its development and implementation of the standard and of its registration agencies, under its ISO 15706-1 and ISO 15706-2 obligations.

Registration Agencies

18 ISAN registration agencies are currently appointed by ISAN-IA in Australia, Belgium, Canada, Denmark, Finland, France, Germany, Iran, Italy, Netherlands, Poland, Portugal, Serbia, Spain, Sweden, Switzerland, UK, USA.

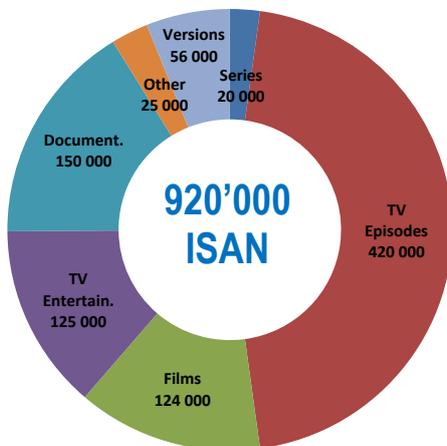
Pursuant to major legislative changes in Brazil that affect all local content management organizations, the Brazilian agency decided to stop its registration agency activity. The continuity of the ISAN activity for this country is assured by other registration agencies (e.g. ISAN Portugal) and by ISAN-IA.

There is a persistent and growing interest for ISAN in Asia where candidates have applied to operate an ISAN registration agency in India, Korea and China.

Preliminary discussions with organizations interested in operating an ISAN registration agency have been initiated or are ongoing in Kazakhstan, Ireland, Israel, Japan, Mexico and Romania.

All appointed ISAN registration agencies are “not for profit” legal entities founded by “not for profit” organizations.

Audiovisual Content Identification and ISAN Registrants



As of March 2014, the ISAN registry is populated with 920'000 ISAN identifiers.

ISAN are allocated to diverse types of audiovisual content from which 124'000 films (all kind), 20'000 TV series with their 420'000 episodes, 150'000 documentaries and 125,000 TV entertainment programs.

50% of the works registered with ISAN have been produced in Europe, 43% in North America, 4% in Latin America and 3% in Asia.

While most stakeholders are still focused on work identifiers, the interest for versioning is progressing;

55,000 ISAN versions have already been delivered to identify all kinds of versions of audiovisual works such as editing variants, Blu-ray versions, linear and non linear broadcasting programs (VOD, catch-up TV), etc...

- **81%** of the works registered with ISAN during the year 2013 (and 47% of all ISAN) were produced after 2000.
- **15%** of all audiovisual works registered with ISAN were produced in the past 3 years.

13'500 ISAN users are registered in the ISAN system, from which 7'400 are Active ISAN Registrants from 64 countries;

In 2013 there were more than 900 new producers, broadcasters, distributors or digital platforms adopting the ISAN standard.

The continuous growth of ISAN adopters is confirmed with about 200 new active ISAN Registrants recruited from January to March 2014.

Activity and Achievements:

10'000+ stakeholders from a large spectrum of the audiovisual supply chain have already adopted ISAN:

- Content owners and creators of all sizes and from all regions are registering their works or versions with ISAN.
- Public or private organizations use existing ISAN identifiers in their processes or workflows for managing audiovisual content or projects or rights, processing reports or analytics, protecting content, etc...
- Most audiovisual standards for the digital management and distribution of audiovisual content are compliant with ISAN enabling a smooth circulation of ISAN along professional media workflows.
- Major audiovisual infrastructure suppliers support ISAN in their products for post production, broadcasting, digital platforms, rights management, content protection, etc....
- User Generated Content (UGC) platforms such as Dailymotion and YouTube have for many years implemented ISAN as one of their content identification systems.

After the integration of ISAN by some major players of the industry such as Apple ([iTunes Film Package](#)), Google ([VoD](#)), Microsoft ([Windows Media](#)), Harris (Media Delivery), Cisco ([EPG & VoD recommendation engine](#)) among others, ISAN-IA has worked on the dissemination of existing ISAN in third party systems. Stakeholders that have significantly enriched their data with the 920'000 allocated ISAN over the past 12 months include:

- International rights registries such as [IDA](#), the AudioVisual Index ([AVI](#)) and [IRRIS](#): these registries enable more than 100 distinct Collective Management Organizations ([CMOs](#)) worldwide to process audiovisual rights.
- Metadata providers: [Plurimedia](#), the leading provider of Cinema, TV and Electronic Programme Guides in France and a significant player in Belgium and Switzerland, is providing audiovisual metadata enriched with ISAN unique identifiers to respond to customer demand.
- Archives, reporting and data analytics such as:
 - [INA](#), the French National Audiovisual Institute, one of the largest audiovisual archive center in the world, is archiving more than 100 French TV services and delivers content usage reports enriched with ISAN.
 - [Eurodata TV Worldwide](#) (certified TV programs and audiences for 2000 channels in 80 countries), is delivering certified broadcasting reports enriched with ISAN.
 - [GfK](#) France is delivering Video On Demand usage reports enriched with ISAN.
 - [Transparency Rights Management](#) is delivering digital platforms (UGC) usage reports enriched with ISAN.
 - [European Audiovisual Observatory](#) (part of the Council of Europe) is referencing [along with ISAN](#) ticket sales of films released in Europe ([Lumiere database](#))

In January 2014, ISAN-IA released a new version of the ISAN registry API (Application Programming Interface), exposing a set of RESTfull web services for reading and writing information from/to the ISAN registry enabling automated work registrations, registry search, ISAN resolutions, etc. The new ISAN API has been designed to enable easy and cost effective integration with third parties enterprise IT applications.

Several organizations are currently [testing or integrating this API](#):

- CMOs implementing digital business messages for trading information in audiovisual rights usage reporting transactions
- Metadata providers and rights registries for matching data and retrieving ISAN identifiers
- Data aggregation software providers for searching and retrieving information in the ISAN registry

A public web based lookup service has been added to the [ISAN public search](#) to enable everyone to create easy hyperlinks ([www.isan.org/lookup/\[the_ISAN_to_lookup\]](http://www.isan.org/lookup/[the_ISAN_to_lookup])) for public visual resolutions of an ISAN or version ISAN (e.g.: www.isan.org/lookup/ISAN_0000-0003-A550-0000-M-0000-0001-6)

ISAN and DOI (ISO 26324:2012)

Following the joint announcement by ISAN-IA and EIDR in December 2012 to engage in efforts "[to provide seamless registration of content IDs to leverage the strength of both systems](#)", representatives of both organizations have met on a monthly basis to address the technical, commercial and organizational aspects of a collaboration between the two standards. During this time, technical evaluations were successfully conducted by ISAN-IA and EIDR demonstrating the technical feasibility to achieve symmetric cross registration from either system to the other system and cross referencing ISAN & EIDR in both registries to achieve interoperability.

Proposals for engaging our respective stakeholders in Proof Of Concepts (PoC) have been formulated: [ITV](#) volunteered to evaluate the seamless registration of ISAN and EIDR via the ISAN system and this test has been successfully completed. A candidate user to conduct similar tests via the EIDR system has not yet been identified, despite proposals made by ISAN-IA to EIDR in that respect.

In the course of 2013, about 10'000 EIDRs have been cross-referenced in the ISAN registry. Since 2014, the deployment of the new ISAN API enables the lookup of ISANs for retrieving their corresponding cross referenced EIDRs (but also the other way around) in the ISAN registry.

From Feb. to Nov. 2013 [the European Commission conducted a stakeholders dialogue titled "License for Europe"](#) to seek to deliver rapid progress in bringing content online through practical industry-led solutions. ISAN-IA and EIDR have worked together to promote successfully audiovisual identifiers. One of the 10 outcomes of the License for Europe activity is [an important declaration by the audio-visual industry](#) that represents broad support for international standard audio-visual work identifiers from across a wide spectrum of stakeholders in the European sector. Among other recommendations and engagements, the signatories of this pledge call for the full implementation of interoperability between ISAN and EIDR.

Concluding the work achieved in the course of the year, proposals from both parties have been exchanged in the end of 2013 / beginning of 2014 to progress the collaboration in 2014. However, progress made is clearly disappointing because of a lack of willingness on EIDR's side to enter into a balanced and fully reciprocal partnership (see "Future plans" below).

ISAN-IA is concerned that having 2 identification systems occupying the same domain is leading to confusion among potential customers and this is resulting in slower adoption due to perceived competition between the 2 systems. The independent report by Richard Hooper (www.ipa.gov.uk/dce-report-phase2.pdf) documents well the problems arising in the UK with "two competing systems of identifiers for audiovisual works, ISAN and EIDR". Hooper calls for the full interoperability between ISAN and EIDR and recommends "that the audio-visual industry should adopt either of these standard identifiers depending on their business needs".

ISO 15706-1:2002 (vers2) systematic review

ISAN-IA and ISAN registration agencies are in line with the recommendation expressed by the large majority of voting P-Members by confirming ISO 15706-1:2002 (vers2) as the standard is fully fit for purpose. ISAN-IA does not agree with or approve the recommendation made by the liaison organization IDF in its comment statement and considers this recommendation as totally inappropriate and counterproductive if the interoperability effort between ISAN and EIDR is to be successfully achieved. Also ISAN-IA restates and maintains that ISO 15706-1 and ISO 15706-2 already cover all EIDR use cases, and recalls that the current overlap of the two ISO-based unique audiovisual identifiers would have been prevented had the scope of ISO 26324:2012 (DOI), been applied: Specifically, "*The DOI name does not replace, nor is it an alternative for, an identifier used in another scheme, such as the schemes defined by ISO/TC 46/SC 9*".

Future Plans:

- Pursue the maintenance and evolution of the ISAN technical infrastructure to support evolving requirements for the digital management and distribution of audiovisual content.
- Continue the collaboration effort between ISAN and EIDR to achieve the full implementation of interoperability under the auspices of the European Commission in order to obtain guarantees for symmetrical engagement on EIDR's side in the perspective of a balanced and fully reciprocal interoperability agreement.
- Expand the network of registration agencies where local registration agencies are expected.
- Pursue the dissemination of the 920'000 existing ISAN in third party systems.
- Continue the partnership program and recommendations we have started on affixing technologies.
- Continue work for a broader adoption of ISAN by film archives, broadcasters and digital platforms.