



ISAN simplifies Music Reporting of TV productions

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ITV, *PRS for Music* and Soundmouse are delighted to announce a significant advancement in the automation and streamlining of the music reporting workflow process for broadcasters, using ISAN to identify productions and music cue sheets.

Since 2010 ITV has been registering its productions with the International Standard Audiovisual Number (ISAN) and now has over 100,000 productions uniquely identified by an ISAN. These productions have been synchronised with their associated music information (known as music cue sheets) via the Soundmouse system. In parallel with this, ITV's ISANs have been supplied to the music rights society *PRS for Music* and uploaded to their repertoire database of audiovisual productions.

These developments streamline the process of music reporting for broadcasters and music rights societies who can use ISAN (and V-ISAN for versions) to uniquely identify a production once rather than supplying the full production and music details each time it is broadcast. Each week ITV supplies information about thousands of productions to *PRS for Music* whenever they are broadcast on ITV's family of channels or on-demand service, ITV Player. By adopting ISAN the amount of information supplied is significantly reduced and the processing by *PRS for Music* can be fully automated through to royalty distributions to composers and publishers, increasing the accuracy of data matching and eliminating the need for any manual intervention.

Dale Grayson, Director of Archive & Information Policy at ITV, said: "ITV has now enabled identification of its productions through the use of a unique ISAN number, which will improve the accuracy and efficiency of content usage reporting for all our partners throughout the distribution chain."

Keith Hill, Head of Operations Projects at *PRS for Music*, said: "ITV's adoption of ISAN in their music reporting marks a significant step towards streamlining the process by using a unique identifier rather than duplicating information each time a production is broadcast or streamed. This will achieve greater automation during data processing, minimize errors and consequently increase the accuracy of royalty distributions to *PRS for Music* members."

Mark Vermaat, Head of Business Development at Soundmouse, said: "At Soundmouse we engage daily with the challenges associated with accurate music reporting in an increasingly complex linear and non linear media distribution environment, and the increasing presence of ISAN as the industry standard unique identifier for content is an important step forward in the evolution of music reporting for broadcasters."

There are also benefits to the wider industry as ITV can now share ISANs with its distribution partners, who can similarly minimise their reporting requirements to *PRS for Music* by supplying ISANs rather than detailed production information and music cue sheets. On the International scene, *PRS* will make ISANs linked to music cue sheets available to other rights societies through an international registry of productions called the AVI (Audio Visual Index) system.

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About ISAN

The ISAN (International Standard Audiovisual Number) is a voluntary numbering system for the identification of audiovisual works. It provides a unique, internationally recognised and permanent reference number for each audiovisual work registered in the ISAN system. ISAN is an ISO standard (ISO 15706) reflecting the industry-wide consensus behind it. The ISAN number remains the same for an audio-visual work regardless of where it is used, with associated version numbers (V-ISAN) available for different edits and formats of the underlying content.

ISAN UK Ltd runs the activities of ISAN in the UK and is based in the London offices of Pact. Its activities include assisting UK customers register ISANs for TV productions, feature films, and many other forms of audiovisual content. Services are also offered to UK customers to search and read the global ISAN database. ISAN UK is a collaboration between ITV, Pact, PRS for Music and Soundmouse.

About Soundmouse

Soundmouse is the leading global music reporting and programme metadata management platform, providing services to over 650 broadcasters and 15,000 producers. Soundmouse's industry standard platform provides the infrastructure which connects broadcasters and programme makers to achieve operational efficiencies, increase accuracy and promote accountability in the broadcast industry's metadata workflows.

About ITV Plc

ITV is the largest commercial television network in the UK. It is the home of popular television from the biggest entertainment events, to original drama, major sport, landmark factual series and independent news. It operates a family of channels including ITV, ITV2, ITV3 and ITV4 and CITV which are broadcast free-to-air. ITV is also focused on delivering its programming across multiple platforms including itv.com, video on demand and other platforms, mobile devices and games consoles. ITV Studios produces and sells programmes and formats in the UK and worldwide, and comprises of ITV's UK and international production operations, international distribution, home entertainment, publishing, merchandising and licensing.

About PRS for Music

PRS for Music represents the rights of 100,000 songwriters, composers and music publishers in the UK. As a membership organisation it ensures creators are paid whenever their music is played, performed or reproduced, championing the importance of copyright to protect and support the UK music industry. The UK has a proud tradition of creating wonderful music that is enjoyed the world over and *PRS for Music* has been supporting the creators of that music since 1914.

PRS for Music provides business and community groups with easy access to over 10m songs through its music licences. In an industry worth £3.8bn *PRS for Music* is uniquely placed to be a voice for music and music creators. Collecting £665.7m in 2013, *PRS for Music* is one of the world's most efficient combined rights organisations. With over 100 representation agreements in place globally, *PRS for Music's* network represents over two million music creators.

It's our centenary year

Spurred on by the 1911 Copyright Act, PRS was founded by renowned music publishers, William Boosey and

Oliver Hawkes. The duo later became one of the world's largest classical music publishers representing the rights of works by Bartók, Leonard Bernstein, Britten, Copland, Kodály, Mahler, Prokofiev, Rachmaninoff, Richard Strauss and Stravinsky.

The first royalty cheque was paid to English composer, Eric Coates, for the princely sum of £50. The main source of royalty revenues for PRS members in the early 20th century came from orchestras playing live in cinemas during the silent film boom years before the birth of TV. Other activities that were licensed included live bands, music halls, touring circuses, restaurants that hosted tea dances and bandstands in local parks dotted around the UK.

From Benjamin Britten to Sir Paul McCartney, Queen to Emeli Sandé, our members are some of the most influential and popular songwriters of all time. One hundred years ago, against the backdrop of the First World War, PRS was formed with one member: operatic soprano sensation, Liza Lehmann. A century later, it boasts over 100,000 members in the UK, represents two million worldwide and contributes to a music industry worth £3.8 billion to the UK economy. www.prsformusic.com/100years