



Media Press Group and ISAN: Catalogue Enrichment Collaboration

Media Press Group and ISAN Partner to Strengthen Global
Audiovisual Rights Management and Catalogue Integrity



Executive Summary

Schindellegi 02/02/2026, Media Press Group announces a strategic collaboration with the ISAN International Agency, the global organization responsible for administering the International Standard Audiovisual Number (ISAN). Through this agreement, Media Press Group is authorized to access the ISAN API, match and validate ISAN identifiers against audiovisual catalogues, enrich metadata, and deliver existing ISAN standard IDs and title-level verification both to clients and directly back to ISAN.

This cooperation strengthens the integrity of audiovisual catalogues and enables market participants, including distribution platforms to more accurately identify and track works with their multiple versions, support transparent royalty allocations, and prevent systemic confusion resulting from duplicated or inconsistent title data.

The collaboration originated after regulatory requirements in Switzerland mandated that VoD services provide ISAN IDs for all distributed films and series.

Christian Töpper, *Head of Business Development at Media Press Group*, commented:

“Our collaboration with ISAN enabled tier 1 German and French streamers to meet Swiss regulatory requirements while simultaneously improving metadata coherence across platforms. Beyond compliance, this cooperation helps reinforce the reliability of audiovisual identification data, a critical pillar for sustainable digital distribution.”

Régis Flad, *Managing Director at ISAN International Agency*, added:

“A recurring challenge for audiovisual services is to correctly align their catalogues with ISAN identifiers. By combining ISAN’s authoritative registry with Media Press Group’s rich dataset, we can ensure ISANs are more accurately applied. This collaboration reinforces catalogue integrity and ensures more accurate identification across the audiovisual sector.”

About ISAN

ISAN International Agency is a Switzerland-based, non-profit organization mandated by ISO to operate as the registration authority for ISO 15706, the International Standard Audiovisual Number (ISAN). The ISAN standard is well established in the European audiovisual sector and widely used by producers, collective management organizations, broadcasters, and digital platforms. Today, 23,000+ organizations across 81 countries rely on ISAN for consistent and reliable identification of audiovisual works.

Learn more at www.isan.org

About Media Press Group

Media Press Group is the European leader in entertainment metadata and discovery solutions, serving Pay TV operators, streaming platforms, and broadcasters for over 30 years. With multilingual localization, cutting-edge offerings like OpenID, and expertise in AI-driven personalization, MPG enables the metadata supply chain and helps partners to deliver engaging, user-focused experiences.

Learn more at www.media-press.tv and connect with us on [social media](#).
