ISAN: the Global ID for AV Content

A value added number for RMI

INTERNATIONAL AGENCY

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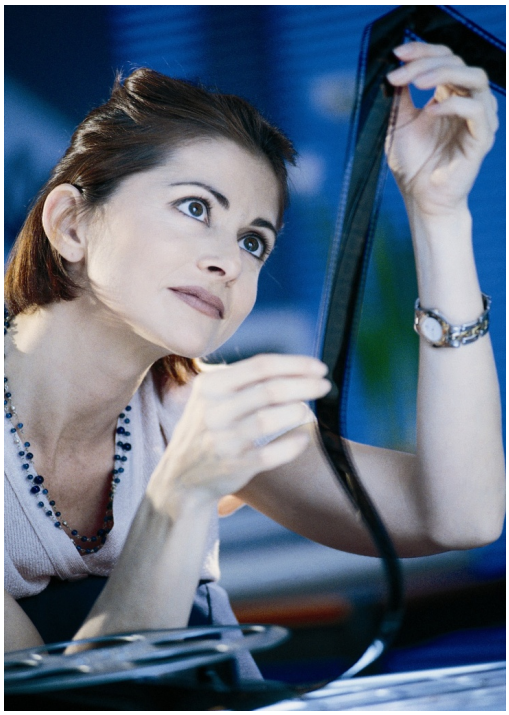
ISAN-IA co-founders

ISAN

The current audiovisual (AV) environment

- With the impact of digital technology, the demand and production of audiovisual works worldwide are rapidly increasing.
- Every year, more than *6 million cinema and television works* are added to the world's enormous catalog of titles not properly identified and not maximizing its use.
- The audiovisual industry uses multiple proprietary and specific content identification systems.
- The explosion of digital programming delivered to homes and mobile devices presents a challenge to track the right broadcast, distribution, country of access and use of works.
- The multitude of devices and platforms to which AV content are delivered has increased the rights collection activities, and unfortunately as well the counterfeiting and piracy.



There exists a clear and present need for a reliable method to uniquely identify audiovisual content globally

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Is ISAN the (a) solution? And what is ISAN?

The International Standard Audiovisual Number (ISAN) is an ISO Standard (ISO 15706) reflecting the industry-wide consensus behind it.

International Organization for Standardization

ISO 15706-1 ISAN

& ISO 15706-2 V-ISAN

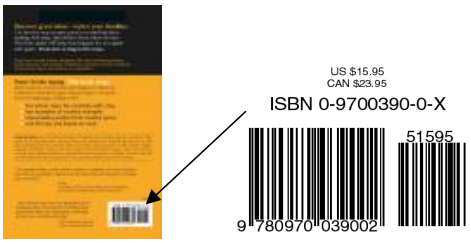
ISAN permanently identifies audiovisual content at every point in its lifecycle from conception, to production, to distribution and to consumption.

ISAN relates to specific descriptive metadata, (i.e. original and alternative titles, language, type, duration, director, producer, characters, actors, speakers, etc…)

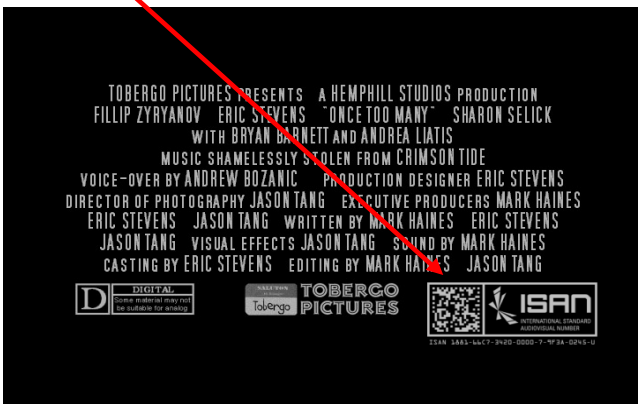
ISAN applies to all types/genres and different versions of works (i.e. feature films, serials, documentaries, live broadcasts such as football events, and video games, etc…)

ISAN can be attached, affixed or embodied in the work and its different related versions.

What ISBN is for books…



…ISAN is for audiovisual works, and **more!**



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ISAN

Does ISAN relates to Rights Management Information

The definition of Rights Management Information by WIPO
(in both the WIPO Copyright Treaty, art. 12 and in WIPO Performance and Phonogram Treaty, art 19)

Rights management information means information which identifies the performer, the performance of the performer, the producer of the phonogram, the phonogram, the owner of any right in the performance or phonogram, or information about the terms and conditions of use of the performance or phonogram, and **any numbers or codes** that represent such information, when any of these items of information is attached to a copy of a fixed performance or a phonogram or appears in connection with the communication or making available of a fixed performance or a phonogram to the public.

ISAN is a unique and permanent number identifying an audiovisual work or version of work linked to descriptive metadata (such as title, year of production, duration, type, cast, version info, etc…). But ISAN identifies a work, not its owner or right holder. The metadata are information about the work not the rights.

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ISAN = content ID + metadata

ISAN is an identification system with related metadata in a central repository

WORK
descriptive metadata

Title of audiovisual work/content

Original language(s) of work
Alternate title(s) in the original language

Original title translated to English (when applicable)

Metadata language

Country (or countries) of **reference**

Title(s) of other language version(s)

Other language versions

Year of reference
Year of first publication or Year of Release

Full name of **main producer**
Main production company / Publisher

Full name of principal **director**(s)
Full name of **participants**

Full name of **script writer**(s)
Duration (in minutes and/or seconds)

Work **Genre Form & Genre Type**

Live action, animation or both

Is this a co-production?

Is this a **composite** audiovisual work?

Any other additional info

ISAN 0000-0001-6046-0000-T-0000-0000-O

EPISODE
descriptive metadata

Title of the Serial Header

Title of Episode

Number of the Episode

Season of the Episode

Year of reference of the Episode

Any additional info

The ISAN system supports more than 90 different content specific tags and more than 50 worldwide rating systems in over 35 languages

VERSION
descriptive metadata

Version Intention

Version Descriptive Name

Title & Title Language

Spoken & Written Language

Version specific Rating Info

Registrant Information

Running Time

Other Identifiers such as
(ISWC, ISRC, AdID, etc…)

Media Type, Streaming Format, Channel Information, Platform

Image and Sound format information

Editing info

Plus published:
XML ISAN reference schema
Metadata dictionary

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Transitory Agency / ISAN System

Attalla
user : mai
2007-01-1

help | Home | change password | lo

- ISAN Services
  - Search from work info
  - Search from ISAN
- Home

ISAN - Work preview : 99 / 116

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Core information

ISAN	0000-0001-8CFA-0000-I-0000-0000-K		
Type	Film	Kind	Live Action
Year of reference	2005	Year of 1st publication	2005
Duration	97 MIN		
Colour	Yes		
Composite	No		

Production information

Coproduction	Yes
Production companies	Outsider Productions
	Mandarin Films
	M6 Films
	Pathé
Countries of reference	France
Original languages	French
Rating Informations	

Title information

Original	Language	Title
Yes	FRE	Les chevaliers du ciel

Participants information

Type	Firstname / Lastname
Director	Gérard Pirès
Screenwriter	Gilles Malençon
Actor	Clovis Cornillac
Actor	Benoit Magimel
Actor	Géraldine Pailhas
Actor	Alice Taglioni
Actor	Philippe Torreton

Click on to display the 2D barcode for this ISAN

ISAN INTERNATIONAL STANDARD AUDIOVISUAL NUMBER

0000-0001-8CFA-0000-I-0000-0000-K

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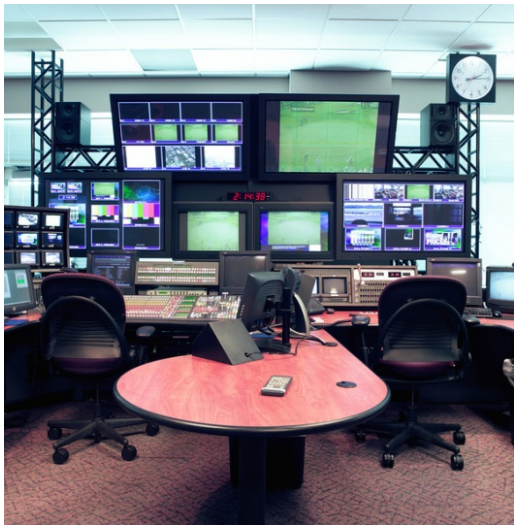
What ISAN is designed to be used for?

ISAN is a universal **global identification and metadata system** for audiovisual content, designed to be used

- In production and distribution contracts (work & version identification)
- On different media and formats (master, copy, DVD, file, etc)
- Whenever information about the work is presented (e.g. on posters, DVD Jackets, on paper and/or electronic program guides, etc)
- As a language-independent key index of the identity of the work in AV databases, helping AV search engines.
- Embedded in digital audio or video based fingerprints or watermarks as a tool against piracy or as part of DRM solutions (ISAN helps DRM interoperability – MPEG21)
- In the broadcast or internet video stream (using private data fields in TVA, OpenEPG, VoD or MPEG – e.g. Content ID and descriptors in DVB-SI or ATSC PSIP)
- As part of default metadata tags of media encoders
- As the mandatory content identifier for HD DVD and Bluray!

A dumb number for smart people



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ISAN

More than 480'000 works have been registered so far...!

Adopters,Supporters and Users of ISAN …

And many others to come....

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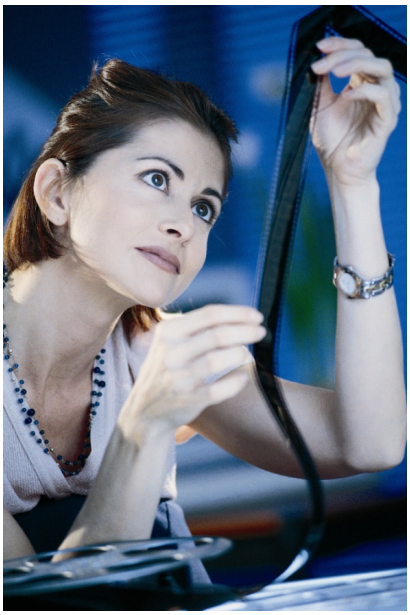
Main ISAN Benefits…

- When filing for administration through collection management, works identification and rights registration is more efficient, providing potential savings in time and cost. ISAN helps in reducing errors and in optimizing efficiency between systems, enabling quicker, more reliable and efficient distributions by collections societies and speeds the velocity of trade payments to all parties.
- By requiring an ISAN to be listed in broadcast logs via various international broadcasting standards, tracking of uses is facilitated. In digital distribution, the ISAN is integrated into the work itself typically within the file or stream header.
- ISAN increases efficiency in metadata usage like in EPGs or with video files available to VoD service providers, and to consumers via web search.
- ISAN registration and query services are online, via secured access, 24x24..
- ISAN is integrated in many existing AV standards, in many AV encoders, and AV watermark and fingerprint software solutions
- ISAN can be used in the audiovisual e-commerce environment to enable, promote and cross-promote digital merchandizing and related audiovisual marketing and commerce
- ISAN has been designed to last more than 150 years!



ISAN allows as well to preserve the analogue legacy in the digital age.

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ISAN organization

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ISAN International Agency

The **ISAN International Agency (ISAN-IA)** based in Geneva was co-founded in 2003 by AGICOA, CISAC and FIAPF. As a service organization its mission is to implement ISAN throughout the world by providing and maintaining the ISAN system, by creating and supporting the network of Registration Agencies and by promoting their activities to the audiovisual industry.

← APPOINTS AND PROMOTE

ISAN Registration Agencies

The **ISAN Registration Agency (RA)**, appointed by ISAN-IA, assumes an important role in delivering the ISAN service to the audiovisual users. The RA is established to serve a specific country, region and/or market. The RA receives and processes applications for ISAN. As of today, **15 Registration Agencies have been appointed** in Europe (France, Switzerland, Germany, Spain, Netherlands, Sweden, UK, Poland), in North America(Secure Path, IFTA, Microsoft Studios and Canada), in Australia, in Brazil and Iran. Others will soon be appointed in HK, India, Italy, Japan, Korea and Mexico. Almost **500'000** ISANs have been so far allocated.

← REGISTRATION PROCESS

ISAN Application Users (registrant or reader)

(author, producer, broadcaster, distributor ...)

CISAC F I A P F AGICOA

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ISAN
INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

ISAN helps promote, provide and protect.

Visit ISAN at www.isan.org

THANK YOU

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ISO