Geneva, May 3rd 2013,

Since the last Plenary of ISO TC46/SC9 in Berlin in May 2012, 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

19 Registration Agencies (RA) are currently appointed by ISAN-IA in Australia, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, Iran, Italy, Netherlands, Poland, Portugal, Serbia, Spain, Sweden, Switzerland, UK, USA.

Registration Agencies updates:
- Aribsan Latin America (Uruguay), a division of Aribsan (Spain), has chosen to operate via its mother RA: Aribsan.
- With the support of the Portuguese producers (GEDIPE) and Portuguese artist & performers (GDA), ISAN Portugal was appointed early this year and officially launched in March 2013.

There is a persistent and growing interest for ISAN in Asia where 3 ISAN Registration Agencies are in the appointment process: India, Korea and China.

Preliminary discussions with organizations interested to operate an ISAN RA are initiated or ongoing in Bosnia Herzegovina, 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

About 100'000 new ISAN have been assigned to commercial content (Cinema, TV, Video) since the last TC46/SC9 Plenary.

At May 2013, the ISAN registry is populated with more than 825'000 ISAN identifiers allocated to diverse type of audiovisual content from which 117'000 films (all kind), more than 400'000 TV series episodes, 132'000 documentaries and almost 109,000 television entertainment programs.

About 45,000 V-ISAN have been delivered to identify all kind of versions of audiovisual works such as Blu-ray versions, linear and non linear broadcasting programs (VOD, catch-up TV), etc...

While most existing and recent audiovisual databases and workflows are still based on work identifiers, a growing number of organizations is assessing the use of version identifiers in their systems and process. ISAN-IA expects therefore a progressive development of the V-ISAN in the coming years.

75% of the works registered with ISAN in 2012 were produced after 2000.

More than 80% of all ISAN have been allocated to works produced after 1980.

11% of the audiovisual works registered with ISAN were produced in the past 2 ½ years.
About 12'000 ISAN users are registered in the ISAN system, from which 6'500 Active ISAN Registrants from 62 countries:

In 2012 they were 1000 new producers, broadcaster, distributors or digital platforms to adopt the ISAN standard, expanding the Registrations in Cuba, Dominican Republic, Iceland, Morocco or Turkey.

The continuous growth of ISAN adopters is confirmed in 2013 with about 400 new active ISAN Registrants recruited from January to May 2013.

**Activity and Achievements:**

Stakeholders from a large spectrum of the audiovisual supply chain have already adopted ISAN:
- 6500+ content owners and creators from all size and regions are registering their works or versions with ISAN.
- 100+ public or private organizations use existing ISAN identifiers in their process or workflows for managing audiovisual content or projects, managing rights, processing reports or analytics, protecting content, etc…
- Many major audiovisual standards have specified an ISAN placeholder for works or version identification in the digital space.
- Major audiovisual infrastructure suppliers support ISAN in their products for post production, broadcasting, digital platforms, rights management, content protection, etc…

In the past 12 months,
- the Spanish Personal Property Registry for audiovisual works and recordings has adopted V-ISAN in the public online registry for legal deposit and rights clearance [www.safecreative.org](http://www.safecreative.org).
- GfK (market research organization) has adopted ISAN to enhance the VOD market measure and analysis in France.
- Eurodata TV Worldwide, the international data bank of certified TV programs and audiences (2000 channels, 80 countries), has recently adopted ISAN in order to deliver certified broadcasting reports with ISAN identifiers to their customers.
- Cisco has implemented ISAN based functionalities in their video delivery product to improve the monetization of on-demand content.
- the [EU Orphan Works Directive](http://www.isan.org) that recognizes ISAN as an authoritative registry for audiovisual works, has been adopted and shall be translated in national laws for all members states by 2015.
- In its reports on the online distribution of audiovisual works in the European Union (EU), the EU Parliament calls the EU commission to implement measures facilitating a wider use of ISAN in the EU.

Several ISAN dissemination projects are ongoing or under evaluation or discussion. These projects aims to populate audiovisual databases with existing ISAN identifiers in order to enrich them with further information (aggregated thanks to ISAN) and/or to streamline existing workflows or enable new ones.

The ISAN technical infrastructure (hardware and software) has been upgraded to take advantage from the most advanced database and online technologies available on the market. New functionalities have been integrated the web interface and the V-ISAN schema has been upgraded. A new [public search of the ISAN Registry](http://www.isan.org) has been deployed on www.isan.org.

**ISAN and DOI (ISO 26324:2012)**

In the past year ISAN-IA and EIDR (the audiovisual implementation of DOI) have been working together to seek solutions that address the interoperability of the two ISO based audiovisual identification systems as expected by the industry. In December 2012 both organizations have issued a [mapping of their metadata schema](http://www.isan.org) with a [joint communication](http://www.isan.org) that announces their intention to provide seamless registration of ISAN and EIDR to leverage the strength of both systems. More recently, a [joint presentation of ISAN and EIDR](http://www.isan.org) took place as part of the “License for Europe” dialogue organized by the European Commission.
Both organizations are currently discussing the technical, commercial and organizational aspects of this collaboration and are looking forwards to engage their stakeholders in use cases. This joint initiative is welcomed and supported by the industry.

Future Plans:
- Pursue the evolution of the ISAN technical infrastructure:
  - the ISAN web site www.isan.org will be updated this summer.
  - a REST API to read and write in the ISAN registry will replace the current Web Service API.
- Upgrade the ISAN User Guide (work under progress).
- Continue the collaboration work with EIDR.
- Expand the network of registration agencies in Asia.
- Pursue the dissemination of the 825'000 existing ISAN in other AV databases.
- Continue the partnership program and recommendations we have started on affixing technologies.
- Continue work for a broader adoption of ISAN by film archive, broadcasters and digital platforms.