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Email of secretary: tcarpenter@niso.org
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ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

ISO15706 Progress Report to ISO TC46 SC9 (2014-2015)

ISAN-IA
1A, rue du Beulet
CH-1203 Geneva
Switzerland

Tel: +41 22 545 10 00
Fax: +41 22 545 10 40
Email: info@isan.org

Régis FLAD – Managing Director
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Geneva, April 30th 2014,

Since the last Plenary of ISO TC46/SC9 in Washington in May 2014, 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 ISAN registration agencies are currently appointed by ISAN-IA in Australia, Belgium, Canada, Denmark, Finland, France, Germany, Iran, Italy, Korea, Netherlands, Poland, Portugal, Serbia, Spain, Sweden, Switzerland, UK, USA.

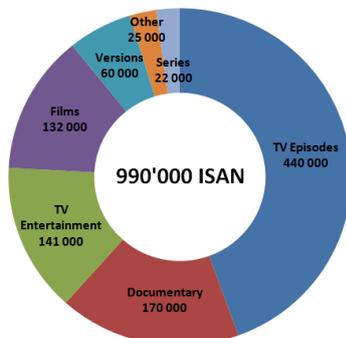
In 2014, ISAN started to expand in Asia with [the appointment of the Korean Film Council \(KOFIC\) as the ISAN registration agency for South Korea](#), one of the most active audiovisual country in this region.

Besides, candidates have already applied to operate an ISAN registration agency in India and China.

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

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

The ISAN registry



As of April 2015, the ISAN registry is populated with **990'000 ISAN** identifiers (+70'000 since last ISAN report).

ISAN are allocated to diverse types of audiovisual content from which 132'000 films (all kind), 22'000 TV series with their 440'000 episodes, 170'000 documentaries and 141,000 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 versions is progressing: 60,000 ISAN versions have already been delivered to identify all kinds of versions of audiovisual works such as editing changes, DVD and Blu-ray versions, or digital non linear distribution (VOD, catch-up TV), etc...

The ISAN registry contains more than **1 Million cross references** with other private and public identification systems, including Agicoa and EIDR numbers but also a minority of ISRC, ISWC and ISBN.

ISAN Registrants

14'500 ISAN users are registered in the ISAN system, from which 8'365 are Active ISAN Registrants from 70 countries;

In 2014 they were close to 900 new producers, broadcasters, distributors or digital platforms to adopt the ISAN standard.

The continuous growth of ISAN adopters is confirmed in 2015 with 250 new active ISAN Registrants recruited from January to April 2015.

Activity and Achievements

Users:

11'000+ 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/Imagine (Media Delivery), Cisco (audiovisual recommendations) 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 (almost) 1 Million allocated ISAN over the past 12 months include:

- **International rights registries** such as [IDA](#) (AV authors rights), [AVI](#) (musical authors rights) and [IRRIS](#) (AV producers rights) enabling more than 100 distinct Collective Management Organizations ([CMOs](#)) worldwide to process audiovisual rights with ISAN. A successful Proof Of Concept was conducted in the course of 2014 with another major worldwide rights registry interested to adopt ISAN shortly.
- **Video On Demand (VoD) search engines** such as <http://vad.cnc.fr/> (CNC), <http://www.offrelegale.fr/> (Hadopi). Discussions for integrating ISAN in several VoD platforms are in course.
- **Metadata providers** such as [Plurimedia](#) (France, Belgium, Switzerland), [AlloCine](#) (Brazil, France, Germany, Spain, Turkey), [Eurodata TV Worldwide](#) (certified TV programs and audiences for 2000 channels in 80 countries).
- **Archives, reporting and data analytics** such as:
 - [INA](#), one of the largest audiovisual archive center in the world. ISAN is implemented in the French legal deposit search engine (<http://inatheque.ina.fr/>) and INA delivers TV usage reports enriched with ISAN (100+ TV services).
 - [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](#))

Technology:

In 2014 ISAN-IA has launched a new [ISAN Registry API](#) (Application Programming Interface) that was enriched during the year with a full set of REST Web Services for reading and writing information from/to the ISAN registry, enabling automated work registrations, registry search, ISAN resolutions, etc.

Several organizations have already implemented the ISAN API, other are currently testing it:

- 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,
- An ISAN registration system (ISAN Korea) coupled with a local major official film database (the Korean Film Council database).

ISAN-IA is currently preparing the scaling up of the ISAN technical infrastructure in order to support the increasing demand in ISAN API access and ISAN registry matching.

ISAN and DOI (ISO 26324:2012)

Since the last plenary meeting, we were regrettably not able to achieve a global balanced and reciprocal cooperation between ISAN and EIDR. However, significant progress has been achieved locally in the UK, the European country where the two identification systems occupying the same domain are in overlap, resulting in a slow adoption of any audiovisual identifier.

In the end of 2014, [ISAN UK \(with the support of ISAN-IA\) and EIDR have partnered to form a joint UK agency to offer a dual registration service \(ISAN & EIDR\) to UK stakeholders](#). This initiative also demonstrates further the interoperability between ISAN and EIDR by giving all UK producers the opportunity to register in both systems through a single data submission, with coordinated work flows and best practices ([UK AV agency FAQ](#)).

On an international level, more than 10'000 EIDRs have already been cross-referenced in the ISAN registry and since 2014, the ISAN API enables users to lookup ISAN identifiers as well as EIDR identifiers for retrieving their corresponding cross reference in the ISAN registry.

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 both identifiers interoperability 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 (almost) 1 Million existing ISAN in third party systems.
- Continue the partnership and recommendations on affixing technologies.
- Continue work for a broader adoption of ISAN by film archives, broadcasters and digital platforms.