From: Todd Carpenter
ISO/TC46/SC9 Secretary

Title: Report for ISO 15706-1 & ISO 15706-2 (ISAN) for the TC46 SC9 for plenary meeting in Jeju Korea on May 13, 2010

Source: Régis FLAD – Interim General Manager for the ISAN International Agency

Project(s): 15706

Status:

Additional information:

REQUESTED ACTION
Circulated to P- and O-members, and to technical committees and organizations in liaison for:

- [ ] information
- [ ] discussion at [venue/date of meeting]
- [ ] comments by [date]
- [ ] voting (P-members only by: [date])

P-members of the technical committee or subcommittee concerned have an obligation to vote.
Geneva, 6th of May 2010

Since the last Plenary of ISO TC46/SC9 in Nairobi in May 2009, ISAN-IA the ISAN International Agency has continued its development and implementation of the standard, and of its registration agencies, under its ISO 15706-1 & 15706-2 obligations.

Registration Agencies & Works’ Identification

ISAN-IA has appointed up to now 17 Registration Agencies in Austria (ISAN Austria), France (AF ISAN), Germany (ISAN Deutschland), Italy (ISAN Italia), Netherlands (ISAN NL), Poland (ISAN PL), Serbia (ISAN Serbia), Spain (ARIBSAN), Sweden (ISAN Sverige), Switzerland (ISAN Berne), UK (ISAN UK), Australia (ISAN Australasia), Canada (ISAN Canada), the USA (Secure Path, ISAN IFTA), Brazil (ABRISAN), Uruguay (ARIBSAN Latin America).

Two Registration Agencies have been revoked in 2009:

- **Microsoft Studio**: following their decision to operate as a registrant within the Californian Registration Agency ‘Secure Path’ rather than running its own Registration Agency for the purpose of allocating ISAN to video games and internal Microsoft productions. Microsoft will continue to promote and support the ISAN standard globally within Microsoft and their partners.
- **ISAN Iran** did not manage to operate the standard locally. Since, a new expression of Interest from the Iranian Alliance of Motion Picture Guilds has been submitted and a new RA is close to be appointed in this country.

Another 6 prospective agencies are currently in agreement process, reaching up 23 ISAN Registration Agencies by end of 2010 (Belgium, Denmark, Finland, Iran, Korea and Portugal). Preliminary discussions have been engaged in Algeria, Mexico, China, Israel and Japan.

On the registration side, the ISANs allocated to new or recent productions are growing. These have reached almost half size of the ISAN database (45%). ISAN-IA’s central repository is now populated with more than 600,000 ISANs allocated to diverse types of audiovisual content from which 87,000 films, 345,000 episodes of serial works, 72,000 documentaries, about 48,000 television entertainments. More than 17,000 V-ISAN have been delivered so far, mainly for the optical disks versions of audiovisual content and more recently for non linear broadcasting programs.

9000+ registrants have so far been registered in the ISAN system (more than 1/3 are active users), including several national broadcasters, in about 50 countries worldwide. The number of producers, distributors, broadcasters, authors and screenwriters, who have chosen to declare their works with ISAN, increased of around 30% in the past year.

**Major Achievements:**

After the integration of ISAN by some major players of the industry, ISAN-IA has focused its main activities in the last 12 months towards a consolidation of the registration and licensing activity and a larger adoption of the standard. The major achievements in those domains were:
The appointment of a third party (Secure Path) as the exclusive ISAN License Agency to support the accelerated development of the ISAN database licensing and querying services.

The publication of ISAN Terms of Use (available on www.isan.org) enabling a fair use and circulation of ISAN among stakeholders.

A wider adoption of ISAN by broadcasters such as the Spanish national broadcaster “Televisión Española” (TVE) in Spain and Telemundo, RCTV, Canal13 in Latin America.

The mandatory requirement of ISAN by several collecting societies (i.e. PROCIREP and ANGOA in France and EGEDA in Spain) since January 1st 2010 for the management of royalty collections.

The requirement of ISAN for the identification of audiovisual works being founded by the Basque Government (Spain). Similar requirements are already in place in the UK (UK film Council), France (Procirep), Australia (Film Finance Corporation Australia).

The adoption of ISAN by the Brazilian Association of Television and other Media Writers.

The matching and ISAN dissemination in the Lumiere Database maintained by the European Audiovisual Observatory.

Future Activities/Developments:

- Continue the development of our network of registration agencies;
- Update the ISAN User Guide;
- Continue the dissemination of ISAN in other AV databases;
- Define practices and policies for the use of ISAN in broadcaster’s reporting obligations;
- Continue the partnership program and recommendations we have started on affixing technologies;