From: Todd Carpenter
ISO/TC46/SC9 Secretary

Title: Report for ISO 15707 (ISWC) for the TC46 SC9 for plenary meeting in Jeju Korea on May 13, 2010

Source: ISWC International Agency

Project(s): 15707, International Standard Musical Work Code (ISWC)

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.
Nomination of Registration Agencies

In 2009 the ISWC International Agency has nominated one additional agency:
- UCMR-ADA in Romania

ISWC Cleanup process

In 2008, CISAC, the ISWC International Agency had undertaken the task of cleaning up its ISWC database with a view of using the ISWC in fully automated production processes.

Databases from the various regional or national Registration agencies are being progressively merged into a central system called the Central Search index (“CSI”). In early 2010 the CSI contains unique 22 million Musical Work references whose metadata has been thoroughly cleaned up.

Key findings

In the course of this lengthy process, CISAC has established 3 key principles applicable to content identifiers in an automated production environment:

1. Rule #1: Identifiers must be unique

   To ensure uniqueness, a centralized system is necessary to identify and correct any possible errors. Hence the CSI project mentioned above.

2. Rule #2: Identifiers must be made available

   To be used in a cross-industry wide value chain, identifiers must be made available to other Industry players. CISAC ha undertaken the so-called ISWC Dissemination project, aimed at providing ISWC codes to all Works licensed and exploited by online retailers. The first online retailer will enter into production phase with ISWCs in July 2010 and will report usage on Musical Works using ISWC codes. 3 more retailers are scheduled to ingest ISWC codes by the end of 2010.

3. Rule #3: Identifiers must become mandatory

   Contrary to the belief that the adoption of Standards is voluntary, CISAC has made it mandatory to use the ISWC Standard in a number of business processes.
The strict enforcement of these 3 principles now leads to significant cost and time reduction in the identification of content and the distribution of Author’s rights.

**Next steps**

Early 2010, China has officially adopted the ISO 15707 ISWC Standard has a national Standard call the “China Standard Musical Work Code“.

CISAC will work with the relevant national Chinese organizations to support the effective implementation of this Standard in china.