

ISAN: the Global ID for AV Content

Unique and Permanent Identification
of Audiovisual Works



INTERNATIONAL AGENCY

ISAN International Agency
30 rue de Saint Jean
CH-1203 Geneva

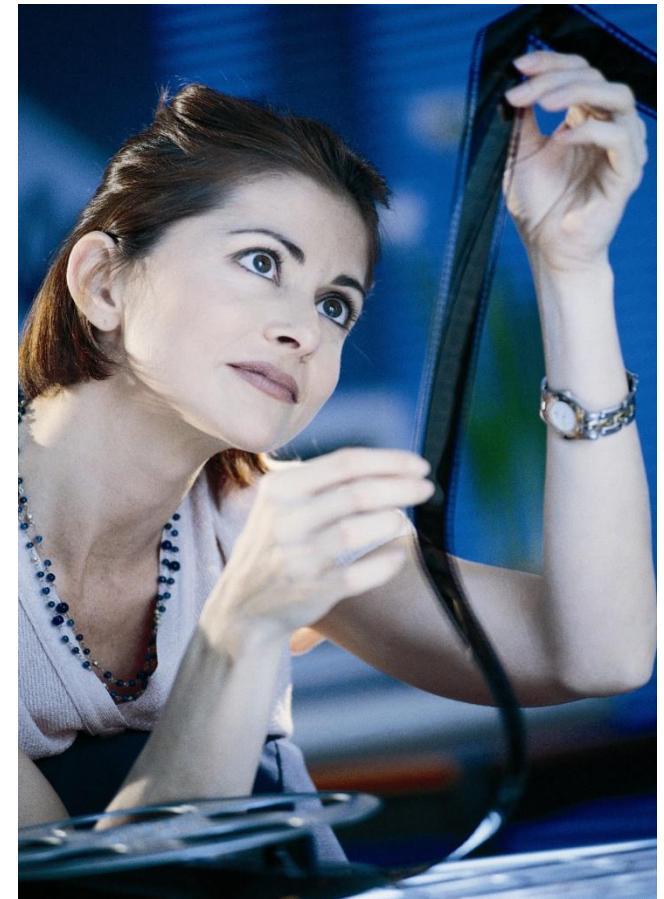
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The audiovisual (AV) environment

- 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 the counterfeiting and piracy.

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



ISAN a (the) solution?

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



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...)

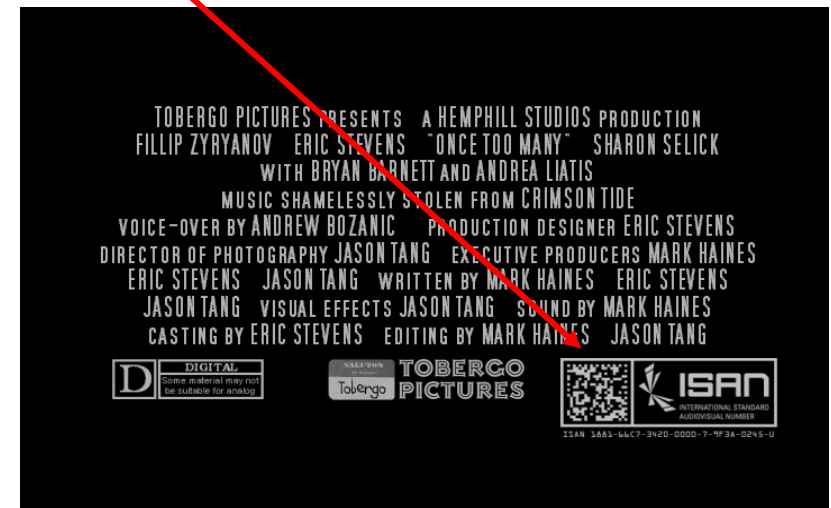
ISAN applies to all types/genres and different versions of works (i.e. feature films, serials, documentaries, live broadcasts such as football events, and video games, etc...)

ISAN is the SKU (stock keeping unit – for retailers) for the digital realm.

What ISBN is for books...



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



The ISAN Structure

ISAN is designed to be read by humans and processed in information systems. Throughout development of the standard, ISAN has **evolved** to meet the diverse needs of the entire audiovisual supply chain.



ISAN consists of 3 sections:

- the **root** identifies a work throughout its existence whether it is a feature film, serial or a live broadcast
- the **episode** section identifies parts of a serial work
- and, the **version** section identifies versions of work such as edits, languages or formats

Both the episode and version sections share a common root

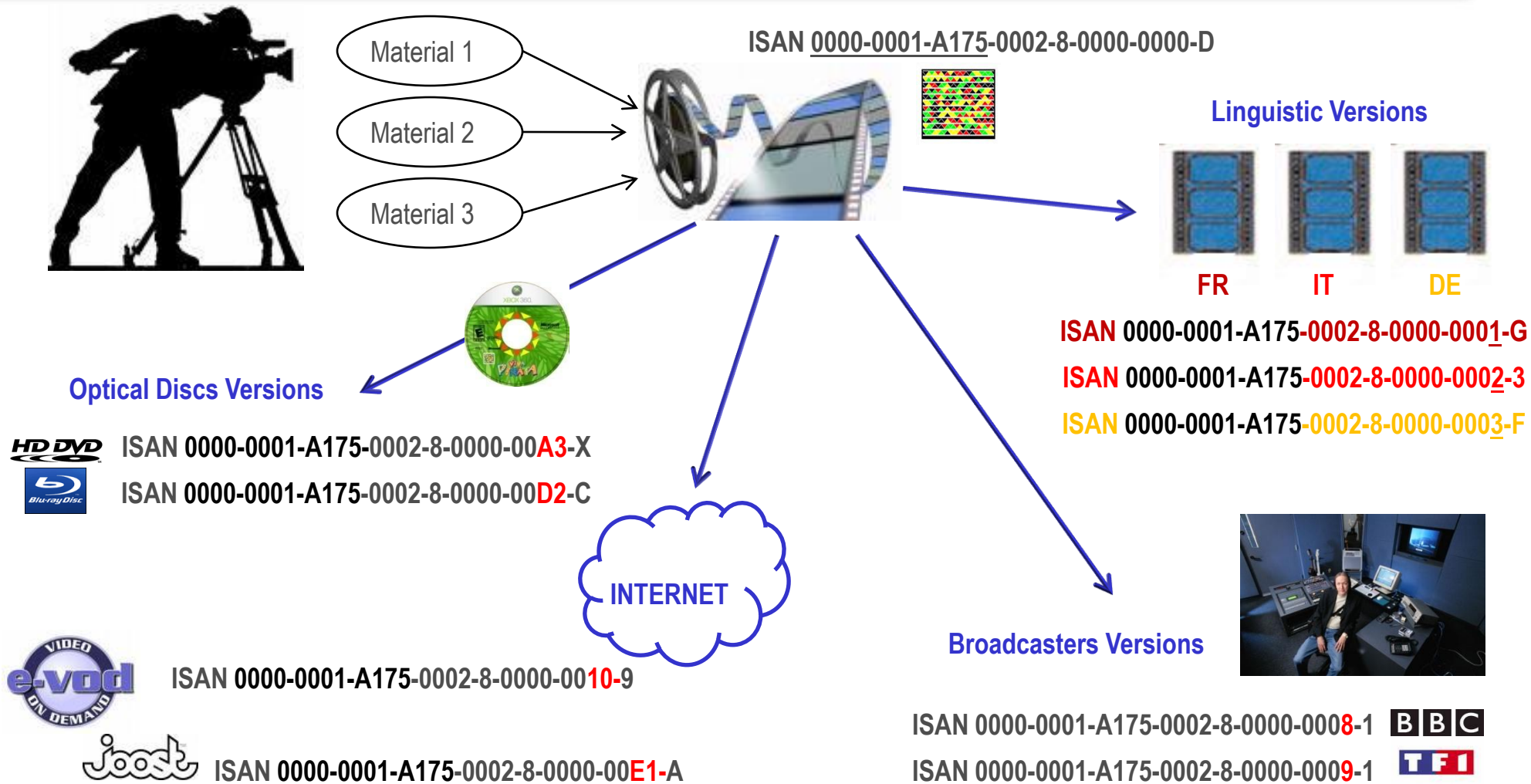
ISAN versioning may apply when :

- changes are done to a specific language track or the subtitling or in specific image or sound formats, such as widescreen vs. pan & scan, standard definition vs. high definition, etc...
- editing of an audiovisual work for a specific purpose such as length, or to alter commercial placement or for content advisory reasons...
- identification of specific related content of a work is needed



Each ISAN version has its own
metadata set

ISAN Work identification Supply Chain





ISAN Work & Version Metadata Elements

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

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

ISAN Services

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Home

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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

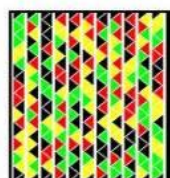
Participants information

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

Click on  to display the 2D barcode for this ISAN

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

ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER


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ISAN - Work preview

ISAN
0000-0001-6702-0000-Z-0000-0000-6
Barcode


Title information

Original	Language	Title
Yes	ENG	Project Gotham Racing 3 [XBOX 360 Game]

Core information

Genre form:	Video Games	Genre list:	Racing
Kind:	Live Action / Animation	Composite:	No
Year of reference:	2005	Year of release:	
Duration:	na	Colour:	Yes
Countries of reference:	United States (Publication)	Original languages:	English
Rating Information	Country	System	Code
	United States	ESRB	E

Production information

Co Produced/Published	No
Producer / Publisher	Microsoft Game Studios

Participants information

Type	Company or Firstname / Lastname
Director	Microsoft Game Studios

Click on  to display the 2D barcode for this ISAN

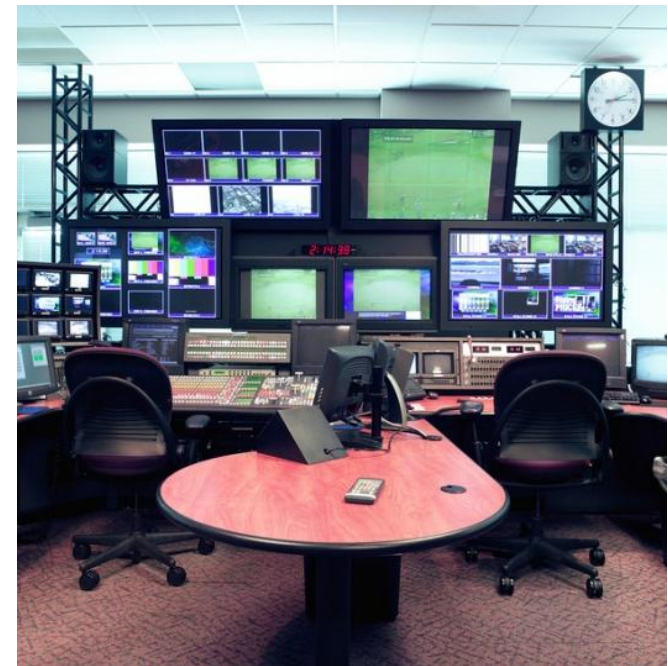
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What ISAN is designed to be used for?

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





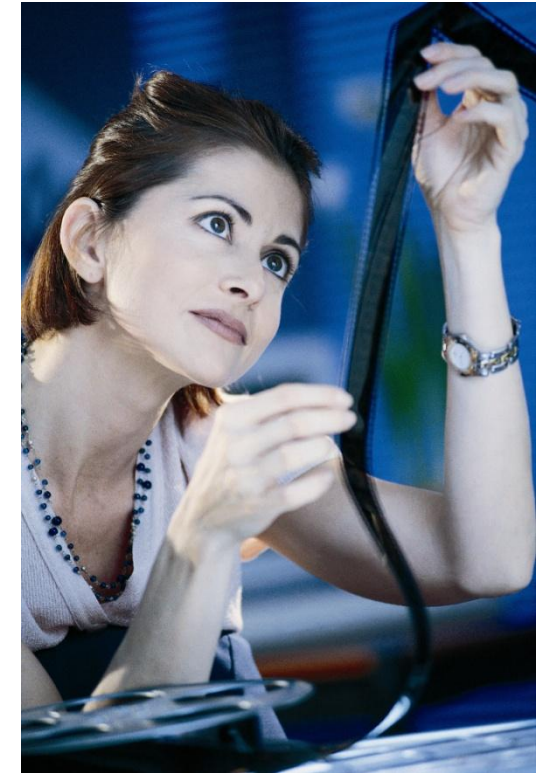
Few adopters/supporters/users of ISAN ...



And many others to come....

Main ISAN Benefits...

- ISAN helps in reducing errors and in optimizing efficiency between systems (server to server, machine to machine, etc...)
- therefore facilitates data exchange without translation between proprietary numbering schemes or extensive manual title matching
- ISAN increases broadcasters' workflow efficiency by linking content creation and management with distribution - in delivering digital content across multiple networks and multiple services, getting it right to the right subscriber at the right time on the right device.
- ISAN increases efficiency in metadata usage like in EPFGs or with video files available to VoD service providers, and to consumers via web search.
- ISAN services are available online via web template & web services
- ISAN is integrated in many existing AV standards, in many AV encoders, and AV watermark and fingerprint software solutions
- ISAN is supported by the authors and producers, as well as major industry and trade associations
- ISAN has been designed to last more than 150 years!



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



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.

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, **14 Registration Agencies have been appointed** in Europe (France, Switzerland, Germany, Spain, Netherlands, Sweden, UK, Poland), in Canada, in the USA (Secure Path, IFTA, and Microsoft Studios), in Australia and in Brazil. Others will soon be appointed in HK, India, Iran, Italy, Japan, Korea and Mexico. Less than **500'000** ISANs have been so far allocated.

ISAN Application Users (registrant or reader)



[author, producer, broadcaster, distributor ...]

← APPOINTS AND PROMOTE

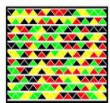
← REGISTRATION PROCESS





ISAN

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AUDIOVISUAL NUMBER



ISAN helps promote, provide and protect.

Visit ISAN at www.isan.org

THANK YOU

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