ISAN: the Global ID for AV Content

Unique and Permanent Identification of Audiovisual Works
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.

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!
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

Material 1
Material 2
Material 3

Optical Discs Versions
- ISAN 0000-0001-A175-0002-8-0000-00A3-X
- ISAN 0000-0001-A175-0002-8-0000-00D2-C

INTERNET

Linguistic Versions
- ISAN 0000-0001-A175-0002-8-0000-0001-G
- ISAN 0000-0001-A175-0002-8-0000-0002-3
- ISAN 0000-0001-A175-0002-8-0000-0003-F

Broadcasters Versions
- ISAN 0000-0001-A175-0002-8-0000-0008-1
- ISAN 0000-0001-A175-0002-8-0000-0009-1

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### 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

#### 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**
- **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 - Work preview : 99 / 116

## Core information

<table>
<thead>
<tr>
<th>ISAN</th>
<th>0000-0001-8CFA-0000-1-0000-0000-K</th>
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<tbody>
<tr>
<td>Type</td>
<td>Film</td>
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<tr>
<td>Year of reference</td>
<td>2005</td>
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<tr>
<td>Duration</td>
<td>97 MIN</td>
</tr>
<tr>
<td>Colour</td>
<td>Yes</td>
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<tr>
<td>Composite</td>
<td>No</td>
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</table>

## Production information

<table>
<thead>
<tr>
<th>Coproduction</th>
<th>Yes</th>
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<tbody>
<tr>
<td>Production companies</td>
<td>Outsider Productions, Mandarin Films, M6 Films, Pathé</td>
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</table>

## Countries of reference

France

## Original languages

French

## Rating Informations


## Title information

<table>
<thead>
<tr>
<th>Original</th>
<th>Language</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>FRE</td>
<td>Les chevaliers du ciel</td>
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</table>

## Participants information

<table>
<thead>
<tr>
<th>Type</th>
<th>Firstname / Lastname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Gérard Pirès</td>
</tr>
<tr>
<td>Screenwriter</td>
<td>Gilles Malençon</td>
</tr>
<tr>
<td>Actor</td>
<td>Clovis Cornillac</td>
</tr>
<tr>
<td>Actor</td>
<td>Benoît Magimel</td>
</tr>
<tr>
<td>Actor</td>
<td>Géraldine Pailhas</td>
</tr>
<tr>
<td>Actor</td>
<td>Alice Taglioni</td>
</tr>
<tr>
<td>Actor</td>
<td>Philippe Torreton</td>
</tr>
</tbody>
</table>

Click on ![Barcode](image) to display the 2D barcode for this ISAN
# ISAN - Work preview

## ISAN

### Title information

<table>
<thead>
<tr>
<th>Original</th>
<th>Language</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>ENG</td>
<td>Project Gotham Racing 3 [XBOX 360 Game]</td>
</tr>
</tbody>
</table>

### Core information

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

### Production information

| Co Produced/Published | No |
| Producer / Publisher  | Microsoft Game Studios |

### Participants information

<table>
<thead>
<tr>
<th>Type</th>
<th>Company or Firstname / Lastname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Microsoft Game Studios</td>
</tr>
</tbody>
</table>

Click on the link to display the 2D barcode for this ISAN.
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.
An example of ISAN usage…

Audiovisual Content Producer/Owner … Registrant

1. Audiovisual Work Information
2. ISAN-IA & Registration Agencies
   - 1881-66C7-3420-0000-7-9F3A-0245-U
3. Search Engines
   - Electronic Program Guides
   - Content Service Providers
   - ISWC
   * Soon interoperable

4. Encoding & Security Provider
5. Distributor’s Digital Platform
6. Tier 2: Distributor’s Digital Platform
7. Tier 3: Distributor’s Digital Platform
8. Collective Management Societies

CONSUMER

Television
Computer
PDA
Portable Digital Media Player
Cell Phone

© 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.

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 helps promote, provide and protect.

Thank you

regis.flad@isan.org
patrick.attallah@isan.org

Visit ISAN at www.isan.org