



one number, worldwide  
un monde, un numéro

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# **How to use ISAN in your production:**

## **A step-by-step guide**

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November 2009



**HOW**  
**to use ISAN in your production: a step-by-step guide**

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## WHAT is ISAN?

1. ISAN is the **International Standard Audiovisual Number**.
2. ISAN consists of 24 hexadecimal digits and consists of the Root (12 digits), the Episode (4 digits) and the Version (8 digits), plus 2 check characters. It is a 'dumb' number, meaning that there is no inherent intelligence or meaning to the order of the numbers.



3. ISAN provides a unique, internationally recognized and permanent reference number for each audiovisual work and related versions registered in the ISAN system.
4. The ISAN standard (ISO standard 15706 & ISO 15706-2) is recommended or required as the international audiovisual identifier of choice for producers, studios, broadcasters, Internet media providers and video games publishers who need to encode, track, and distribute audiovisual works in a variety of formats and is incorporated in many draft and final standards such as AACs, DCI, MPEG, DVB, and ATSC.
5. ISAN enables seamless tracking by third parties of any registered work (from development through to distribution and consumption).
6. ISAN allows improved accuracy of metadata resulting in faster information retrieval, and royalty payments with reduced transaction costs.
7. ISANs can be incorporated in both digital and physical media, such as theatrical release prints, DVDs, Blu-Ray discs, publications, advertising, marketing materials and packaging, as well as licensing contracts to uniquely identify works and to assist with anti-piracy efforts.



## WHY

### registering your production titles with ISAN is important for your company

1. Producers working under a CFTP A Independent Production Agreement are required, when applicable, to obtain the number by:
  - Article DR23.00 of the DGC IPA 2006-2009
  - Article A506(c) of the ACTRA IPA 2007-2009
  - Article C1001(iii) of the WGC IPA 2006-2009

2. Telefilm Canada and the Canadian Television Fund request ISAN on their various application forms.
3. CRTC's Canadian Program Certification requests ISAN.
4. An ISAN is required when publishing Blu-ray discs:

Advanced Access Content System (AAC S) Introduction and Common Cryptographic Elements (Feb. 17, 2006): The Content ID uniquely identifies the content to the Remote Server in an on-line transaction. The Content ID shall contain a registered number obtained from ISAN ... ([www.aacsla.com/specifications/specs091/AACS\\_Spec\\_Common\\_0.91.pdf](http://www.aacsla.com/specifications/specs091/AACS_Spec_Common_0.91.pdf))

5. CAVCO (November 2009)
6. Bell Broadcast and New Media Fund, the Independent Production Fund and Cogeco Program Development Fund all request proof of ISAN (if applicable) as a deliverable on their production contracts.
7. SOCAN (The Society of Composers, Authors and Music Publishers of Canada):

**TARIFFS OF ROYALTIES TO BE COLLECTED BY THE SOCIETY OF COMPOSERS, AUTHORS AND MUSIC PUBLISHERS OF CANADA (SOCAN) ...** The licensee shall provide SOCAN, in electronic form, quarterly music use reports that shall contain detailed information...Such information shall identify each musical work by title, composer/ writer, author, artist, record label, and unique identifier (e.g. ISWD, ISAN)...

8. SODRAC (Societe du droit de reproduction des auteurs, compositeurs et editeurs au Canada):

PROPOSED STATEMENT OF ROYALTIES TO BE COLLECTED BY SODRAC FOR THE REPRODUCTION OF MUSICAL WORKS EMBEDDED INTO CINEMATOGRAPHIC WORKS FOR THE PURPOSE OF DISTRIBUTION OF COPIES OF THE CINEMATOGRAPHIC WORKS FOR PRIVATE USE OR THEATRICAL EXHIBITION FOR THE YEARS 2009 TO 2012 ... a distributor shall provide the following items to SODRAC ... (iii) the identification numbers [Universal Product Code, product number, International Standard Audiovisual Number (ISAN)...

## ISAN in Collective Agreements

### **DGC/CFTPA Standard Agreement**

**DR23.01 (a)** The parties hereto acknowledge that specifications for an international standard audiovisual number, ISAN or V-ISAN, are currently under development and nearing completion, under the auspices of the International Standards Organization (the "ISAN standard"). It is contemplated that regional agencies for the registration and granting of ISAN/V-ISAN numbers for Motion Pictures will soon be established in Canada or North America. At such time as a regional ISAN agency serving Canada is established, each Producer of a Motion Picture produced under the terms of this Agreement shall be required to apply for an ISAN/V-ISAN for each such Motion Picture.

**(b)** The Producer shall apply for an ISAN/V-ISAN number at the earliest practical opportunity in the production of the Motion Picture so that the ISAN/V-ISAN number may be included as key information on each Guild Members Contract for Services and other documentation. The Producer shall advise the District Council upon request, and in any event no later than the end of post-production, of the ISAN/V-ISAN number for the Motion Picture.

**(c)** In registering the Motion Picture for an ISAN/V-ISAN, the Producer will be required to provide the ISAN regional agency with certain descriptive data concerning the Motion Picture, pursuant to the ISAN/V-ISAN standard. The Producer shall include the full name(s) of the principal director(s) in the descriptive data in each registration of an audiovisual work, including the registration of an episode within a serial audiovisual work, in addition to all mandatory descriptive data required under the ISAN/V-ISAN standard.

**(d)** The Producer will adhere to such other reasonable requirements as may be developed from time to time by the applicable ISAN agency to establish and implement an international registration and tracking system for audiovisual works in the film and television industry.

### **ACTRA - CFTPA - APFTQ IPA**

#### **A506** Production Information

The Producer shall submit to the nearest local ACTRA office not later than forty-eight (48) hours, whenever possible, and in any event not less than twenty-four (24) hours prior to the first scheduled working day, the following information, when known:

- (a) name of Producer
- (b) title of Production
- (c) season, Episode, Episode number, and **ISAN number (if available)**
- (d) Production dates and location...

### **WGC - CFTPA - APFTQ IPA**

## **ARTICLE C10 - PRODUCTION FEE**

**C1001** The Producer shall provide to the Guild in writing the following information, when known:

- i) when Production has been scheduled (“greenlit”) for production, and the date of commencement of principal photography as soon as such date is set;
- ii) Production dates and location;
- iii) Season, episode name, episode number and **ISAN number (if available)**;
- iv) when the title of the Production has changed; and
- v) the date of initial release whether it be broadcast, theatrical or video release...

## ISAN in Funding Applications

### **Telefilm Canada**

In the Useful Tools section of the Telefilm website ([www.telefilm.gc.ca/03/37.asp](http://www.telefilm.gc.ca/03/37.asp)) you will see that Telefilm's Standard Production Budget Template includes "ISAN Registration" in category #72.50 under Indirect Costs.

ISAN is also requested in the Exploitation Reports for Production and Distribution as well as the Standard Development Budget Templates.

The Telefilm documents below all reference ISAN:

### **Canadian Feature Film Fund**

#### **Canada Feature Film Fund – Development, Production and Marketing Programs**

- Telefilm's Standard Production Budget Template
- Exploitation Report - Production (Standard Form)
- Exploitation Report - Distribution (Standard Form)
- Telefilm's Standard Development Budget Template (French-Language Projects)
- Telefilm's Standard Development Budget Template (English-Language Projects)
- Feature Film – Development – Final Cost Report Template

### **Theatrical Documentary Program**

- Telefilm's Standard Budget Format

### **Low Budget Independent Feature Film Assistance Program**

- Exploitation Report - Production (Standard Form)
- Exploitation Report - Distribution (Standard Form)
- Telefilm's Standard Budget Format

### **Canadian Television Fund**

#### **Canadian Television Fund**

- Exploitation Report - Production (Standard Form)

### **Canada New Media Fund**

#### **Canada New Media Fund - Product Assistance**

- Exploitation Report -Standard Form (for applications prior to 2007-2008)



## Canadian Program Certification

### Application form for Live Action and Continuous Action Animated Productions

#### GENERAL INSTRUCTIONS

This application form is to be used for Canadian program certification of **Live Action and Continuous Action Animated productions**, including both domestic and international co-ventures/co-productions.

For other production types, use the following application forms: Animated productions, form #205; Live and live-to-tape sports events and competitions, form #204; Dubbings of foreign productions, form #201; Production packages, form #203; Twinings, form #202.

**4.9** Provide the International Standard Audiovisual Number (ISAN) for this production, if applicable.  
(See Guide, Section 10, Line item 4.9)

**ISAN:**

Application: [www.crtc.gc.ca/eng/forms/efiles/f206.htm](http://www.crtc.gc.ca/eng/forms/efiles/f206.htm)

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#### CRTC Guide to the Canadian Program Certification Application Process

**4.9** The International Standard Audiovisual Number (ISAN) is an International Organisation for Standardization (ISO) approved worldwide voluntary numbering system for the identification of audiovisual works. It provides a unique, internationally recognized and permanent reference number for each audiovisual work registered in the ISAN system. ISAN is designed to be read by humans and processed in information systems, as a 24-bit hexadecimal number or as a 96-bit binary number, for easier systems integration. The following is an example of an ISAN number:



Please visit [www.isan.ca](http://www.isan.ca) for more information.

### Canadian Television Fund

The CTF is now requesting ISAN in their application for the Digital Media Pilot Program:  
[www.ctf-fct.ca/assets/applications/09-10/main\\_dm.pdf](http://www.ctf-fct.ca/assets/applications/09-10/main_dm.pdf)



## WHO registers for ISAN?

### **Productions:**

1. Designate someone on your production to register with ISAN Canada. This will normally be your Production Manager or Production Co-ordinator. This person should appear on your ISAN Canada account as your company's 'Registration' contact. You will also need to identify a 'Main' contact (normally the producer) and a 'Billing' contact, possibly the production or parent company accountant.
2. You will want to make sure that if your production company is a subsidiary company or a 'single-purpose' company, that the parent company is registered first. The parent company will pay the one-time registration fee, while all subsequent subsidiary companies will not have to pay this fee.
3. When registering your production company with ISAN Canada, please note that it is a subsidiary company of the parent company on the application, if this is the case.
4. Decide who will register for the actual ISANs, In-Development ISANs and Version ISANs.

### **Parent Company:** You wish to obtain numbers for completed productions.

1. Set up an ISAN Canada account for your company if you have not already done so.
2. Designate someone to register for ISANs. For completed works, this may be the person in your company responsible for business affairs, distribution arrangements, library management, or any other function involved in the tracking of physical copies, rights management, and performance reporting.
3. You may also authorize third parties such as distributors and post-production facilities to obtain numbers on your behalf, via a letter to ISAN Canada indicating this.
4. For large catalogues, information may be submitted in batches. Contact the ISAN Canada office for details. Volume discounts are available.
5. Ensure that your ISAN number is affixed to all contracts and to all copies and versions of the work, whether as an embedded digital code, a 24-digit number, or as a two-dimensional barcode.



## WHEN to register for ISANs

You may apply for an ISAN, In-Development ISAN or Version ISAN at any point in the production process. However, you may want to apply early for an In-Development ISAN at the point of pre-production in order to fulfill requirements and requests with unions, guilds, funding agencies and government.

- Preliminary check: If your 'head office' or parent company is located outside of Canada, you may want to check with them first to ensure that this particular AV work has not yet been assigned an ISAN. If it has not, you may first want to determine if your head office or parent company would prefer to register the AV work with an ISAN registration agency located within their country.
1. Pre-Production: Obtain an In-Development ISAN at the point where you begin to sign contracts for the production. This will only provide you with the actual number and does not require metadata at this phase. However, this title cannot be searched within the global database until the metadata is filled in.
  2. Production: Once most pieces of the production are in place, you may go into the ISAN system and fill in most of the metadata information.
  3. Post-Production: At the point where credits are locked, please finalize all data in the ISAN system associated with your ISAN for a specific title or episode.

You can email the ISAN or Version ISAN to ISAN Canada at [info@isan.ca](mailto:info@isan.ca) and request an EPS file, which is composed of the ISAN logo, the ISAN itself and a two-dimensional barcode. This EPS graphics file can be used in the end credits or on packaging or directly on Blu-ray discs or DVDs.

Post-production facilities will need to verify that the production is formally registered before undertaking such steps as digital watermarking or pressing DVDs.

Notes:

- An ISAN is required first, before creating a Version ISAN.
- Blu-ray Discs require a Version ISAN.
- When registering DVD or Blu-ray disc box sets, please contact ISAN Canada for detailed instructions.



## HOW do you register your company with ISAN Canada?

### Registering your company/production:

1. Go to [www.isan.ca](http://www.isan.ca)
2. Click on 1 – ACCESS ISAN.
3. Click on – CREATE AN ACCOUNT.
4. Click on – ISAN CANADA ACCOUNT APPLICATION.
5. Fill out application, print and sign **2** original copies and send via post or courier to: ISAN Canada, 160 John Street, 5<sup>th</sup> Floor, Toronto, Ontario M5V 2E5 (remember to check that both the original cardholder signature and the Authorized Signatures are included).
6. Once your payment has been processed (usually within 2 weeks) you will receive a subsequent email providing you with your Username and Temporary Password with which you can log in to your ISAN Canada account on the website [www.isan.ca](http://www.isan.ca) (each person named on the application will receive this correspondence).
7. Within 30 days you will receive by post a signed copy of your agreement with the terms and conditions, an invoice and a receipt for your one-time registration fee with ISAN Canada. (see ISAN Canada Pricing: [www.isan.ca/english/pdfs/isan\\_can\\_rates\\_20090815.pdf](http://www.isan.ca/english/pdfs/isan_can_rates_20090815.pdf))


## **Registering Parent or Subsidiary Companies:**

1. You must first register a parent company, before registering a subsidiary company or ‘single purpose’ company.
2. Each company must fill out a separate application in duplicate and record a different Login username on each company’s application. Billing information may be different from parent company’s billing information. All subsidiary companies will be linked to the parent company.
3. The parent company will pay the one-time registration fee, while all subsidiaries of the parent company do not pay a registration fee.
4. Make sure that all payments have been made to ISAN Canada before closing a single-purpose company and that an appointee of the parent company is named on the application. You may want to check with ISAN Canada before closing down the production and are encouraged to edit your account information on-line to indicate the appropriate contacts of the parent company.




## HOW to create an ISAN, in-Dev ISAN, Version-ISAN or make a query

### Log In:

1. Go to [www.isan.ca](http://www.isan.ca)
2. Click on – LOG IN in the top right corner.
3. Click on – ISAN System.
4. Enter your Username ‘xxxxx.update’ and your Temporary password as indicated in your welcome email from ISAN Canada.
5. Click  button.
6. Your client home page will be displayed.

### Create an ISAN:

1. Select ALLOCATE SINGLE ISAN in left hand column and fill-in the metadata in the related forms as prompted.
2. If you are registering a **Television Series, Webisodes** or **Mobisodes**, then after selecting ALLOCATE SINGLE ISAN, under 1. CORE DATA, click on the red  button.
3. You will then type in the TITLE of your series (not season or episode) in the blank window under LIST OF SERIAL HEADERS and select SEARCH and follow the prompts.
4. Go back to – ALLOCATE SINGLE ISAN, click IS EPISODE and type in title of your series and then when system has located it, click on SELECT.
5. All subsequent seasons and episodes for this series will be registered under this Serial Header title. Each episode requires one ISAN. The cost of a single ISAN is the same, regardless of the length of the episode or work. (see *ISAN Canada Pricing: [www.isan.ca/english/pdfs/isan\\_can\\_rates\\_20090815.pdf](http://www.isan.ca/english/pdfs/isan_can_rates_20090815.pdf)*)

### **Create an In-Development ISAN:**

1. Select REQUEST IN-DEV ISAN in left hand column.
2. Choose either:

**Please click here to allocate in-dev ISANs for serial A/V works:** 

**or**

**Number of Non-episodic in-development ISAN :**  

3. When you have more information about your title, you may go back into the database to add the associated metadata.

### **Create a Version ISAN:**

1. Once you create an ISAN, or an ISAN already exists in the registry, then you may wish to add a Version ISAN (V-ISAN) to indicate language version, or format version (ie. Blu-Ray Disc), broadcast version or closed-caption version, etc. You may do this by clicking on ALLOCATE V-ISAN and following the prompts. *There is an additional nominal cost for each Version ISAN.*

### **Create an ISAN for Blu-ray Disc/DVD:**

1. After registering an ISAN for your Blu-ray disc, you will also need to create a Version ISAN. Please contact the ISAN Canada office when creating an ISAN for box sets for Blu-ray discs or DVDs.

### **Make a Query in the ISAN Database:**

1. Log in to your account and in the left-hand column select SEARCH FROM WORK INFO or SEARCH FROM ISAN if you already know the number.
2. If your search produces results, you can select QUERY and a list of titles will appear with the corresponding ISAN, Work Type, Year of Reference and Duration.
3. Find the title that most closely resembles your search and click on it. This will provide you with the detailed metadata for that title. You may print or copy and paste this page as well.
4. You will be charged a nominal fee for each query (or each title you click on) which is not within your own catalogue. (*See ISAN Canada Pricing: [www.isan.ca/english/pdfs/isan\\_can\\_rates\\_20090815.pdf](http://www.isan.ca/english/pdfs/isan_can_rates_20090815.pdf)*). You are not charged for queries made within your own catalogue or within the catalogue of related companies (ie. parent or other subsidiaries of the same parent company).

### **Additional:**

### **Affixing ISAN:**

1. If you would like to use your ISAN logo/number in your **end credits** or for **packaging**, then please contact us and we will provide you with an EPS graphic quality version within 3-5 business days.
2. Please keep in mind that when indicating an ISAN number without a logo, you will need to put the word 'ISAN' before your ISAN or V-ISAN.
3. By clicking on the small icon beside your number within the database, you are also able to download a JPEG version of your ISAN with its associated barcode and logo.



Example of an ISAN number with a two-dimensional barcode.

### **Security:**

1. We would ask that you please change your temporary password to a new one, and that you do this on a semi-regular basis in order to ensure proper security of your account usage.
2. Just click on CHANGE PASSWORD on your home page, after logging on to your account.
3. Please keep this information in a confidential place, as your credit card will be charged each time you register an ISAN, Version ISAN or you make a query.

### **Payment:**

1. A valid credit card is required to register your company as a client of ISAN Canada. Cheques will not be accepted.
2. Your credit card will be debited on a per usage basis and you will be issued a monthly invoice/receipt from ISAN Canada detailing your purchases.
3. All current prices are listed on the ISAN Canada website at: [www.isan.ca/english/pdfs/isan\\_can\\_rates\\_20090815.pdf](http://www.isan.ca/english/pdfs/isan_can_rates_20090815.pdf)
4. Please notify ISAN Canada whenever your credit card or address information changes.

### **Signed Application/Invoice/Receipt:**

1. You shall receive your paid invoice and receipt along with your signed Account Application agreement via post within 30 days of date of processing your application.

### **For More Information:**

For additional information about using the ISAN database, please refer to the document, "ISAN User Guide" under 'Downloads', in section 5 – 'Resources' at [www.isan.ca](http://www.isan.ca), where all ISAN related documents may be found.



## Contact Information

ISAN Canada Office: 160 John Street  
5<sup>th</sup> Floor  
Toronto, Ontario  
M5V 2E5

Hours: Monday to Friday  
9:00 am to 5:00 pm

Telephone: 416-977-ISAN (4726)  
Toll-Free: 1-866-935-ISAN  
Fax: 416-599-ISAN  
Email: [info@isan.ca](mailto:info@isan.ca)

Web site: [www.isan.ca](http://www.isan.ca)

**Downloadable application form:**

[www.isan.ca/english/pdfs/ISAN-CA\\_RegistrantReader\\_TC\\_04\\_30\\_2008.pdf](http://www.isan.ca/english/pdfs/ISAN-CA_RegistrantReader_TC_04_30_2008.pdf)

**Price List:**

[www.isan.ca/english/pdfs/isan\\_can\\_rates\\_20090815.pdf](http://www.isan.ca/english/pdfs/isan_can_rates_20090815.pdf)