

The benefits.

ISAN enables seamless tracking of any registered work from development through production and distribution to viewing, via the consumer's medium of choice.

ISAN allows improved accuracy of metadata resulting in simplified data management, faster information transfer, and payments with reduced transaction costs.

The ISAN number and central registry means that conflicts can be easily resolved, as uncertainty in identification is eliminated. And the database can be accessed via the Internet from anywhere in the world.

ISAN can be used together with existing numbering systems, so using ISAN does not mean abandoning those systems or disrupting normal business.

The application.

In its basic human readable 24-digit form, it can be used in contracts and other documents, on credits and titles, in program guides and catalogues, on labels, posters, packaging, or anywhere else that information about the work is presented. The use of a numeric system eliminates language barriers, and simplifies database searches and data exchange.

Example:

ISAN 153C-7365-B36F-844C-7-8734-9420-T

ISAN can also be affixed to packaging and labeling as a two-dimensional bar code or a high capacity colour barcode. This facilitates tracking of merchandise, and can offer enhanced piracy protection through the use of special inks.

ISAN can be encoded in digital audio or video fingerprints or watermarks, as well as in broadcast or Internet video streams, facilitating rights management and tracking of electronic uses.

The users.

Users and supporters around the world include:

- Broadcast standard setters such as SMPTE and ATSC
- Software companies such as Microsoft, Apple, and Harris
- Broadcasters such as HBO, NHK, and Discovery
- Optical media standards such as AACIS for Blu-ray Disc and HD-DVD
- Content platforms such as Xbox, iTunes, and Zune
- Production studios such as Sony Picture Entertainment, Fox, Paramount, Universal, and Disney
- National Film Agencies such as the CNC, UK Film Council, and Film Finances Australia
- Societies such as AGICOA and CISAC
- In Canada, producers such as the NFB and Epite Pictures

The ISAN International Agency.

Following the approval of the ISAN standard, an international governing agency, the ISAN International Agency (ISAN-IA) was co-founded by AGICOA, CISAC, and FIAPF, and is located in Geneva, Switzerland. ISAN-IA's mission is to implement ISAN throughout the world, by providing, maintaining, and managing the ISAN system and central registry, and by appointing and supporting a network of Registration Agencies.

Registration agencies are currently in operation in the U.S., France, Germany, the U.K., Sweden, Switzerland, the Netherlands, Italy, Spain, Brazil, Iran, Poland, Serbia, and Australia. Many more are in the approval or launch stages.