



MEDIA RELEASE
September 5, 2006

FFC adopts ISAN for back stock and new programs

The Australian Film Finance Corporation (FFC) today committed to their first acquisition of International Standard Audiovisual Numbers (ISAN) for 640 programs, covering ten years of back stock. The FFC also committed to a further 30 ISANs for allocation to projects currently in development, with further ISANs to be purchased on a needs basis.

The FFC's commitment represents a significant step forward for the Australian film industry as they adopt best practice through ISAN, the universal number that can identify audiovisual works across national boundaries and language barriers.

ISAN establishes a unique reference number throughout the life of the audiovisual work. New projects can incorporate an ISAN as a data element in systems that identify, manage and process information about audiovisual works. This includes scripts, contracts, film rushes, editing and versioning of work, production documentation, and on marketing materials and packaging. An ISAN is a consistent identifier, whereas working titles change. ISANs also save confusion and possible errors for works in co-production.

As the new projects progress, FFC will provide full descriptive data for the ISAN database when this information becomes available.

For more information about ISAN, go to www.australasia-isan.org or contact info@australasia-isan.org

About ISAN – International Standard Audiovisual Number

ISAN Australasia was founded by Screenrights and APRA/AMCOS to give the Australasian audio-visual industries access to the most efficient means of identifying and tracking their work in the global digital environment. We are part of a worldwide network of ISAN Registration Agencies involved in issuing a unique identifying number to works created by the film and TV, music, games, advertising and software industries. The ISAN standard was approved and published in November 2002. The ISAN International Agency that administers the system is established in Geneva, Switzerland.

*For further information, images and interviews:
Mike Lynch, ISAN Australasia Project Manager (02) 9904 0133*

ISAN Australasia

Level 3, 156 Military Road, Neutral Bay NSW Australia
PO Box 1248, Neutral Bay NSW 2089 Australia
Email: info@australasia-isan.org
Web: www.australasia-isan.org
Ph: +61 2 9904 0133
Fax: +61 2 9904 0498

Brought to you by

screenrights

