

# Film and Television Industry

## The need for Standardisation

Electronic data are vital assets for the AV industries:

- Because of the value of the works they identify
- As information resources supporting business intelligence and strategic analysis.

The day when one company controlled a product from end-to-end is over. Several reasons are that:

- Co-productions require inter-company communications
- International co-productions add language barriers
- Acquisitions require a data hand-off from the prior owner
- Split rights and sub-distributors complicate product and data flow.

Throughout each stage in the production/distribution chain there is a chance for data loss, keypunch error and delayed delivery of time sensitive information.

Supporting a different “standard” for each business partner and each system is costly, time consuming and prone to error.

## ISAN – The Solution

- The International Standard Audiovisual Number (ISAN) is an ISO Standard (ISO 15706) reflecting the industry-wide consensus behind it.
- ISAN permanently identifies an audiovisual work at every point in its lifecycle from conception, to production, to distribution and to consumption.
- ISAN relates to specific descriptive metadata eg. original and alternative titles, language, type, duration, director, producer, characters, actors, speakers.
- ISAN applies to all types/genres and different versions of works eg. feature films, serials, documentaries, live broadcasts such as sports events, video games.
- ISAN is voluntary and not linked to copyright registration.

## How can ISAN be used?

As a universal global identifier for audiovisual works, ISAN is designed to be used:

- In production and distribution contracts eg. work & version identification
- On different media and formats eg. master, copy, DVD, file, etc
- Whenever information about the work is presented eg. 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.
- In the broadcast or internet video stream eg. using private data fields in TVA or MPEG, such as Content ID and descriptors in DVB-SI or ATSC PSIP
- As part of default metadata tags of media encoders.

## ISAN – The Benefits

The audiovisual industry as a whole needs to share a consistent, unique ID, universally used and embedded in the audiovisual work itself.

The benefits of ISAN include:

- Reducing errors and optimising efficiency between systems
- Facilitating data exchange without translation between proprietary numbering schemes or extensive manual title matching
- Increasing accuracy in managing rights, collections, and payments
- Increasing efficiency in distribution of metadata to content navigation systems, since the explosion of digital programs delivered to homes and mobile devices
- Increasing efficiency in DRM interoperability
- Reducing the analogue legacy.