

Video Games Industry

ISAN expands to cover Video Games

New international standard for audiovisual identification will help deliver better entertainment experiences for films, videos and games.

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ISAN International Agency (ISAN-IA) announced today the 'ISAN Video Games Schema', new descriptive metadata linked to the ISAN standard enabling the video games industry to accurately, permanently and uniquely identify each of its works.

"Fuelled by the rapid expansion of video elements in video games and the multitude of platforms to which they are delivered, pushed us to expand ISAN to the games industry", said Patrick Attallah, chief executive officer of ISAN-IA. "ISAN-IA will continue this year to expand the ISAN standard onto other segment of the audiovisual industry to include advertising and TV after tackling the film industry last year."

The new ISAN schema allows video games editors and publishers to register metadata that includes content rating systems and codes such as ESRB, getting ISAN allocated in return, enabling them to provide consumers and especially parents new and improved ways to evaluate their viewing choices for themselves and their families.

"The expansion of the ISAN standard to include video games is important because it provides a standardised vehicle for the entertainment industry to share essential information about each game title, and it helps make that information easily accessible to the consumer while enabling new rich advertising scenarios," said Chris Satchell, General Manager, Game Developer Group at Microsoft Corp. "Our library of Microsoft games is being loaded into the ISAN system, and we intend to have future products registered there as well."

ISAN (International Standard Audiovisual Number) is a voluntary numbering system for the identification of audiovisual works. ISAN gives registered works a unique, permanent, internationally recognised reference number, identifying the work and its related versions at every point of its lifecycle. ISAN is designed to be read by humans and processed in information systems, as a 24-bit hexadecimal digit.

ISAN is more than a number; it is a complete identification service, linking works to associated metadata submitted by the registrant. ISAN is an important aid in providing and promoting audiovisual content. When implemented, ISAN will allow users to look up and use a globally unique, internationally recognised and permanent reference number for each audiovisual work registered in the ISAN-IA system. ISAN will be used in production and distribution systems, broadcasting applications and electronic program guides. ISAN-IA invites video games editors and publishers to sign up and begin registration process by visiting www.australasia-isan.org



"By combining our expertise in digital media and audiovisual identification, ISAN-IA, ISAN registration agencies and Microsoft will work together to help our mutual customers achieve their business goals and objectives in commercial media in new and efficient ways."

Rich Lappenbusch, director of media standards business strategy at Microsoft.

Geneva, February 1, 2006



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