ISAN INTERNATIONAL AGENCY

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Dailymotion and USPA Agreement:
ISAN to be a reference ID for the identification of protected content

Within the agreement that has been recently signed between USPA (French TV Producers' union) and Dailymotion, one of the main worldwide web user generated content site for video sharing (and the leader on the French market), ISAN has been designated as reference ID to be used for the identification of copyright protected audiovisual content produced by USPA members. According to this agreement, ISAN will be used in connection with the fingerprint technologies put in place by Dailymotion in order to control audiovisual content posted on the video sharing platform. It also stipulates that USPA members entering into licensing agreements with the French video sharing web site company will share with the latest the advertising profits coming from the distribution of videos on this platform. Dailymotion shows a clear will to fight piracy and abide to copyright. "This partnership shows the will of the audiovisual producers to seize the new windows of exposure which Internet and the video platforms like Dailymotion offer" say Simone Halberstadt-Harari, USPA chairman and Jacques Peskine, USPA general delegate and chairman of the ISAN French Registration Agency.

ISAN presented at the Polish Film Festival of Gdynia

ISAN has been presented at the 32nd Polish Film Festival in Gdynia, the largest cinema event in Poland, which took recently place from 17th to 22nd of September. The event has given the occasion to present ISAN in front of a large audience of producers, distributors and experts of the Polish audiovisual industry. Jerzy Tyminski, general director of ISAN PL the Polish ISAN Registration Agency and deputy general manager of SFP-ZAPA has presented ISAN and its benefits at the Association of Polish Filmmakers (SFP) forum, lead by Jacek Bromski, its president. Were also present at the forum, Agnieszka Odorowicz, general director of the Polish Film Institute (PISF), Janusz Kijowski, Andrzej Urbanski, president of TVP S.A., as well as Maciej Strzembosz, president of the Polish Audiovisual Producers Chamber (KIPA). During the 5 day festival, ISAN PL and PISF (Polish Movie Institute) have worked together promoting ISAN. An ISAN promotional video in polish has also been played prior to the screening of films in competition. Jerzy Tyminski declared that he was very satisfied with the success obtained and by the interest the audience have shown for ISAN, the ideal tool for audiovisual content identification. Since the Festival, ISAN PL has collected an increasing number of application for ISAN from local producers. For more information www.pl.isan.org.

ISAN-IA at the
"Rights Management Information" seminar at WIPO

ISAN-IA has participated at the recent WIPO seminar on RMI, *"Rights Management Information: accessing creativity in a network environment"*, which took place in Geneva, last September. RMI is increasingly relevant and important, in today's digital environment. The technological tools used to manage rights information have been improving in recent years through growing sophistication in metadata schemes and development of identification standards. The Rights Management Information, as defined in the 1996 WIPO "Internet" treaties (i.e. WCT and WPPT) is: "information which identifies the work, the author of the work, the owner of any right of the work, or information about the terms and conditions of use of the work, and any numbers or codes, that represent such information, when any of these items of information is attached to a copy of a work or appears in connection with the communication of a work to the public". Patrick Attallah, ISAN-IA's chief executive officer, in front of an international audience, has explained how ISAN fits into this definition, whereby ISAN is a unique and permanent reference number, linked to related descriptive metadata, enabling identification of audiovisual content. However, he also made clear that ISAN is about identification of audiovisual content and not about its owner or right holder. The ISAN related metadata held in the central repository run and managed by ISAN-IA, are information about the work, and its related versions, but not about the rights. Among the experts participating at the seminar were Ted Shapiro, deputy managing director , vice president & general counsel Europe for the Motion Picture Association Europe, F.X. Nuttall, Technology Intelligence Senior Consultant for CISAC (International Confederation of Societies of Authors and Composers), Paul Jessop, chief technology officer of RIAA (Recording Industry Association of America), Mark Bide, senior Consultant for Risghtscom limited, and Brian Green for ISBN/EDItEUR.

Falafel : the Lebanese film by Michel Kammoun has been ISANized

Falafel = ISAN 0000-0001-6788-0000-A-0000-0000. The 2006 Lebanese film directed by Michel Kammoun, has just been delivered with an ISAN. ISAN-IA is proud to expand its database to the new cinema works produced in the Arab countries. Falafel is a great successful film that we have helped getting an ISAN. "ISAN is a passport for films, an ID, a fingerprint" commented the Lebanese director. After having realized some shorts, Falafel is the first feature film made by Kammoun , which tells the story of Toufic, a young Lebanese man, and his nocturnal rides. Between his family, friends and love affairs, Toufic tries to seize every day of his existence. Each second is the most important. Soon he discovers that having a normal life in this country is a luxury out of his reach. Fifteen years after the war has ended, a volcano lies on every street corner, like a ticking bomb that is ready to explode. Falafel , which has already won many prizes in international festivals such as Namur, Lille, Dubai, Rotterdam, Alexandria and Valencia has been registered also in the Arab Cinema Directory, an electronic directory of the Mediterranean Arab cinema, created with the support of the European Union, within the framework of the EUROMED audiovisual project to support and promote Arab and Mediterranean cinema. ISAN-IA is currently working with the Arab Cinema Directory, on a collaboration to make available the delivery of ISANs directly through the Arab Cinema Directory website www.acdir.net.

ISAN-IA at the conquest of Rome:
ISAN presented at the "World Going Digital" conference

Rich Lappenbusch, director Edge Computing Network for Microsoft and member of ISAN-IA's Administration Committee, was present at last October 'World Going Digital' conference, held in Rome (Italy), at which he has presented and explained the ISAN system and its importance within the digital content distribution. With the fast development of digital audiovisual content and its distribution on internet driven platforms, ISAN facilitates its tracking, research and use. At the conference organized by the Italian producers' associations, ANICA and API (co-founding members with APT and SIAE of the Italian ISAN Registration Agency to begin operation in early 2008), Mario Mariani, CEO of Tiscali, the Italian internet service provider, has announced the future release of new services on IPTV and VoD. Many other international prestigious speakers, like Mark Harrison from BBC Vision, Ricardo Fraugas from EGEDA (Spain), Harri Mannisto from Nokia, have exhorted a fast development of digital media that can meet the needs of the audience.

IDA implement ISAN in its database

ISAN codes have been implemented in IDA, the International Documentation on Audiovisual Works, a centralised database realized with the aim of facilitating the exchange information about copyright among CISAC members. IDA which has been operational since last June, has been co-founded by CISAC and 12 member societies located in 10 different countries. The integration of ISAN in IDA's database, helps improving both the identification and exchange of information on audiovisual works. IDA collects the works metadata from the member societies, which after extracting the ISAN related metadata, are submitted in batches to ISAN-IA's 'matching tool'. This service enables the delivery of the corresponding ISAN (work already registered with the ISAN system and for which an ISAN has been already delivered) to a related ISAN's work. With the present audiovisual environment, where works are more and more frequently distributed on a multitude of channels, platforms and in different countries, IDA makes the documentation and identification processes of audiovisual works and right owners more efficient.

Swiss producers affix ISAN on their websites….
ISAN improves the content search on the NET

ISAN 0000-0001-54B0-0000-Z-0000-0000-6

Swiss cinema producers publish their ISANs on their web sites. Some have as well affixed it on their DVD, using the ISAN black& white colour bar code. This has improved the traceability of the work, mainly when used on web search engine. By typing their respective ISAN in any of the search engine, the result will lead you directly to either the producer's or the film home page, increasing therefore exposure. This method is already used when searching for a specific book, using the ISBN. Other European production companies in Great Britain and Spain, have started publishing ISANs facilitating the film identification.

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