



ISAN International Agency
(ISO 15706)
Progress Report to ISO TC46 SC9
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Patrick Attallah – Managing Director
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Since the last Plenary of ISO TC46/SC9 in Chiang Mai in February 2006, ISAN-IA the [ISAN International Agency](#) has continued its development and implementation of the standard, and of its registration agencies, under its ISO 15706:2002 obligations.

Registration Agencies & Works' Identification

ISAN-IA has appointed now more than 13 appointed [Registration Agencies](#) in France (AF ISAN), Switzerland (ISAN Berne), Germany (ISAN Deutschland), Australia (ISAN Australasia), Spain (ARIBSAN), Netherlands (ISAN NL), Poland (ISAN PL) Sweden (ISAN Sverige) UK (ISAN UK), the USA (Secure Path, Microsoft Studios, ISAN IFTA) and in Brazil (ABRISAN).

More than 7 other prospective agencies are currently in agreement process, reaching up more than 20 ISAN Registration Agencies by end of 2007 (in Canada, Italy, Japan, Mexico, Hong Kong, Iran and Serbia).

More than 450'000 ISANs have been allocated to audiovisual works, of all sorts and types, such as movies, series, documentaries, sports events, TV programs and video games, and more than 1'500 ISAN versions (V-ISANs) have been as well delivered.

More than 5'000 registrants have been registered in the ISAN system.

Major Achievements:

- have integrated ISAN as a default metadata tag of the Microsoft Windows media file, and is now part of the latest [SMPTE VC-1](#) encoding standard;
- [AACs](#) (Advanced Access Content System), a specification for managing content stored on the next generation of prerecorded and recorded optical media for consumer use with PCs and CE (i.e. HD DVD and Blu ray) have integrated ISAN as the required content ID;
- have been integrated in several Media Asset Management software suite and in broadcasters' automation software solution (e.g. [Harris](#) D-series);
- have launched successfully the ISAN version registration application online and via web services;
- ISAN is now referenced as the audiovisual content of reference in many new audiovisual international or local standards specifications (i.e. TVAnytime, Open EPG, CableLabs VoD, etc...);
- have partnered with DatatraceDNA an Australian company for the application of covert [DatatraceDNA](#) nanoparticle molecular signatures to optical media products and packaging. The Datatrace signature are invisible and can only be identified using a portable digital reader. This

solution will be combined with the technology licensed from [Microsoft](#) the High Capacity Color Barcode ([HCCB](#)), bringing additional functionalities such as consumer interactive services;

- have integrated the major audiovisual societies databases and processes as their key index, and have been made or in the process to be made required by film finance corporation in many countries like it has been announced last year in [Australia](#).

Future Activities/Developments:

- continue the development of our network of registration agencies with a special focus in the next 18 months on Asia (i.e. China, India, Singapore etc...);
- continue the partnership program and recommendations we have started on affixing technologies, with a special focus on fingerprint and watermark technologies;
- continue the work on adapting our metadata structure for new audiovisual work types such as advertising and sport events;
- continue the ongoing work with other ISO identifier registration authorities on identifiers' interoperability (i.e. with and between ISAN, ISWC, ISRC, ISBN, ISTC, ISSN, etc...);
- continue promoting the integration of ISAN in as many media post production and content management software providers.