



Media release

December 2007

ISAN launched in the UK

ISAN - the international audiovisual tag recommended or required as the identification and metadata system of choice for producers, broadcasters and internet service providers - has today been launched in the UK.

The ISAN standard (International Standard Audiovisual Number) is an identification system providing a unique, internationally recognised and permanent reference number for each audiovisual work registered.

The ISAN UK Registration Agency has been launched by the MCPS-PRS Alliance, Pact and Soundmouse. ISAN UK has recently appointed Clive Bishop as General Manager to run the UK operation.

The ISAN service will enable UK producers of audiovisual content to allocate unique ISAN numbers to productions. This will help producers, distributors and contributors to track uses of content, throughout the World across a wide range of media platforms. Other services will allow access to the global ISAN database, where extensive metadata can be queried.

Steve Porter, Chief Executive of the MCPS-PRS Alliance said: 'We have launched this easy to use system in the UK in response to the revolution in digital music technologies. The Alliance continues to drive up standards both here and the rest of Europe and everyone can only benefit from this system - broadcasters, distributors and producers as well as consumers.'

John McVay, CEO of Pact said: 'This is a timely new system that reflects the changes in the digital world. All owners of audiovisual works should register their work with this easy to use identification system'.

Charles Hodgkinson Director of Soundmouse said: 'At Soundmouse we believe that the ISAN standard will play a key role in streamlining the flow of all programme metadata within the broadcast industry, both domestically and across international boundaries.'

Clive Bishop ISAN UK General Manager said: 'I'm delighted to have the opportunity to spearhead ISAN-UK, which I truly believe will bring huge benefits to all those involved in the audiovisual supply chain. To be able to identify and monitor UK audiovisual content anywhere in the world using a unique ISAN code will be a powerful tool for the whole industry'.

Patrick Attallah, CEO of ISAN International Agency (ISAN-IA) said: 'Using effective identification and metadata tag, like ISAN, can only increase the level of content protection. More than half a million ISANs has been so far delivered to all kind of audiovisual content in more than 20 countries. We are very pleased with ISAN UK launch, enabling the local industry to immediately benefits from ISAN'

ENDS

Notes to editors

ISAN

The ISAN (International Standard Audiovisual Number) is a voluntary numbering system for the identification of audiovisual works. It provides a unique, internationally recognised and permanent reference number for each audiovisual work registered in the ISAN system. ISAN is an ISO standard (ISO 15706) reflecting the industry-wide consensus behind it. The ISAN number remains the same for an audio-visual work regardless of where it is used, with associated version numbers (V-ISAN) available for different edits and formats of the underlying content. ISAN is the content identifier for the AACIS encryption system, which means ISAN numbers are required for all Blu-ray and HD-DVD releases.

For more information, please visit www.isan.org

ISAN UK Ltd runs the activities of ISAN in the UK and is based in the London offices of PACT. Its activities include assisting UK customers register ISANs for TV productions, feature films, TV commercials, video games, filmed music concerts and many other forms of audiovisual content. Services are also offered to UK customers to search and read the global ISAN database.

Please contact info@isan.org.uk for more information on ISAN UK services.

The MCPS-PRS Alliance. MCPS and PRS are the not-for-profit UK collecting societies that ensure composers, songwriters and publishers are paid royalties when their music is used: from live performance to TV and radio, CDs to DVDs, downloads, streams and everything in between. Royalties create a future for music by supporting creators while they continue to write. MCPS and PRS are committed to delivering maximum royalties and world-class service. They work together in an operational alliance to get the best value for the music use of composers and songwriters everywhere. www.mcps-prs-alliance.co.uk

Pact is the UK trade association that represents the commercial interests of independent feature film, television, animation and interactive media companies. PACT is the largest representative group of screen-based content producers in the UK and the largest trade association in the film, television and interactive media sectors.

Soundmouse is an international online programme metadata platform which connects broadcasters, production companies and distributors. Soundmouse facilitates the collecting of metadata from programme makers at source, the distribution of such metadata to stakeholders in the broadcast industry, and the fulfilment of interested parties' compliance obligations to report metadata to industry bodies such as the MCPS-PRS Alliance. Soundmouse Ltd.'s two main services are 'Soundmouse' which focuses on music reporting and 'Silvermouse' which manages all other programme metadata. For further information please email info@soundmouse.com.