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MEDIA RELEASE

ADVERTISERS IN LINE FOR BETTER AUDIENCE MONITORING WITH NEW IDENTIFICATION SYSTEM

Advertisers and advertising agencies could get more accurate information about the effectiveness of their television and Internet ads by adopting an internationally-recognised identification system for all audiovisual advertising content.

Launched in Australia today, the International Standard Audiovisual Number (ISAN) works the same way as the International Standard Book Number (ISBN) system, assigning a lifetime identification mark to all digital content used in advertising.

“As well as being able to identify content forever, ISAN can be linked to television rating systems so advertisers and their agencies can access accurate online logs of where their advertisements have run, how long they were played and how many people saw or heard them,” ISAN International Agency Chief Executive Patrick Attallah said.

Mr Attallah, visiting Australia from Switzerland, said many ratings organisations provided manually-prepared logs, advising when advertisements had run.

“These logs are supplied in different formats by different stations in different countries so it’s difficult to keep an accurate eye on the use of content. Having an ISAN number on every version of every ad and linking it to rating agency systems provides a tool that facilitate online logs to be accessed anytime by advertisers and their agencies anywhere in the world. It’s a great tool for business.”

Mr Attallah said ISAN was a voluntary numbering system for the identification of audiovisual works. It provides a unique, internationally recognized and permanent reference number for each audiovisual work registered in the ISAN system. The ISAN identifies works, not publications or broadcasts and remains the same for an audiovisual work regardless of the various formats in which the work is distributed (e.g. DVD, video recording) or the uses to which it is put.

“ISAN is designed to help producers, distributors, broadcasters, scriptwriters, artists or rights-holders of audiovisual works to accurately track the use of their works and aid in providing, promoting and protecting them,” Mr Attallah said.

Screenrights and the Australasian Performing Right Association have partnered to distribute ISAN in Australia. Screenrights Chief Executive, Simon Lake, urged all Australian advertising and content production companies to support ISAN.

“ISAN is a long overdue standardisation in the industry and is fast gaining support around the world,” Mr Lake said.

Media information: Chris Newlan 0407 881 139

ISAN Australasia
Level 3, 156 Military Road, Neutral Bay NSW Australia
PO Box 1248, Neutral Bay NSW 2089 Australia
Email: info@australasia-isan.org
Web: www.australasia-isan.org
Ph: +61 2 9904 0133
Fax: +61 2 9904 0498

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