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MEDIA RELEASE

AUSSIE FILM MAKERS SET TO BENEFIT FROM NEW IDENTIFICATION SYSTEM

Aussie film makers can now better manage distribution, increase accuracy in managing rights and minimise their chance of falling victim to piracy by adopting an internationally-recognised identification system for all audiovisual work.

Launched in Australia this week, 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 film, TV, Internet and other media.

ISAN International Agency Chief Executive, Patrick Attallah - visiting Australia from Switzerland - said while the emergence of the digital age has resulted in new opportunities for the industry, there was no tool in place to identify the film and television productions across borders and multiple distribution platforms until now.

“Previously, it was difficult for producers to manage rights and distribution of their work because separate identification standards exist in different countries and across a range of platforms including film, television, video games, internet and mobile phones,” Mr Attallah said.

“ISAN now enables film makers to spend less time trawling through multiple and complicated identification systems and get on with making films and realising the new business opportunities the digital world provides them. They can be comforted by the fact that their work will have a unique number which enables them, authorities, artists and other parties identify their work quickly and easily.”

Mr Attallah said ISAN was 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. 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 the Australian film and television industry to support ISAN.

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

“Already, the Film Finance Corporation, which has invested \$2.1 billion in 920 projects has recognised the importance of ISAN, and requires all its production funding agreements from this time onwards to carry this unique identity number.

“The widespread adoption of the ISAN identifier strengthens the position of the Australian film industry with respect to commerce and compliance in the future.”

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