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MEDIA RELEASE

NEW NUMBERING SYSTEM FACILITATES BETTER TRACKING OF ONLINE GAME CONTENT

Aussie computer game developers and content providers can now accurately identify and track their use of their content globally across multiple platforms by adopting a new identification standard for audio-visual works.

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 identify mark to all content used in games.

“As well as being able to identify content forever, ISAN can be integrated into other systems to gain an accurate view on the use of the game globally and how many people saw or heard elements of the content such as advertisements,” ISAN International Agency (IA) Chief Executive Patrick Attallah said.

“ISAN is therefore a valuable business tool for games developers because of its ability to facilitate the delivery of valuable information that makes it easier to make important business decisions.”

“Without ISAN, identification of your work and tracking its use in an online environment is virtually impossible given the global reach of the Internet and the use of multiple platforms to deliver games to consumers.”

The push for standardisation and ISAN is gaining support around the world, with Microsoft recently confirming that ISAN would be natively integrated into Windows Media Encoder Studio Edition as a default metadata tag.

“Our partnership with Microsoft allows video professionals to embed an ISAN number into works produced through windows media encoder, enabling them to identify their work when encoding, managing and delivering content and during playback.

Mr Attallah said ISAN was a voluntary numbering system for the identification of audiovisual content. It provides a unique, internationally recognized and permanent reference number for each audiovisual work registered in the ISAN system. The ISAN is more than just an identification system, it provides related standardized metadata structure describing the content.

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“ISAN is designed to help producers, distributors, broadcasters, developers, publishers or rights-holders of video games and content 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 (APRA) have partnered to distribute ISAN in Australia. Screenrights Chief Executive, Simon Lake, urged all Australian games developers and content producers to support ISAN.

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

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