



**CFTPA**

*Representing television, film  
and interactive production in Canada*

**ACPFT**

*Porte-parole de l'industrie de la production  
cinématographique, télévisuelle et interactive au Canada*

## News Release

### **CFTPA TO JOIN REVOLUTION IN IDENTIFYING AUDIOVISUAL WORKS** Association Establishes ISAN Registration Agency

**Ottawa, Sept 12, 2007** – The Canadian Film and Television Production Association (CFTPA) is pleased to announce the formation of **ISAN Canada**. As a not-for-profit corporation, ISAN Canada is to be responsible for issuing the International Standard Audiovisual Number, or ISAN - a centrally registered and permanently assigned reference number, uniquely identifying one audiovisual work from all others. The audiovisual work referenced is identified and tracked within the central ISAN database using descriptive information known as metadata. The ISAN was created as an ISO standard (International Organization for Standardization) and is globally administered by the ISAN International Agency (ISAN-IA) in Geneva

Through this announcement, the Association joins a growing number of organizations based in countries including Australia, France, Germany, Spain and the U.S., that have now adopted the new standard. The ISAN was developed over a number of years and reflects industry-wide consensus with representation from the international audiovisual production community, including delegates from CFTPA.

The founding Board of Directors of ISAN Canada is: Stephen Ellis – Chair, Sandra Macdonald – Vice-Chair, Carol Cooper – Vice-Chair, Stephen Stohn – Treasurer, Guy Mayson and John Barrack. The process of formalizing arrangements with ISAN-IA and of setting up administrative and computer systems is well underway, and ISAN Canada plans to commence service before 2007 concludes.

“In an increasingly digital age, we believe this to be a vital new service to our members, enabling a rights-holder to immediately and accurately identify a work, and providing, as a result, tremendous benefit in the administration of producers’ rights, permissions and payments,” said CFTPA President & CEO, Guy Mayson.

“Because each ISAN is a unique identifier permanently assigned to a work, it is recognized across national boundaries and language barriers, and can be used in tracking a production’s use, both authorized and unauthorized,” said Stephen Ellis, Chair of CFTPA’s Copyright Committee.

ISAN Canada will provide registration service to producers across Canada to facilitate the logging of their works in the ISAN database. The numbers can then be printed on analogue masters or digitally embedded, as already provided in a number of industry standards including MPEG. For more information about the ISAN visit: [www.isan.ca](http://www.isan.ca) and [www.isan.org](http://www.isan.org)

The CFTPA is a non-profit trade organization that works on behalf of almost 400 companies engaged in the production and distribution of English-language television programs, feature films, and

interactive media products in all regions of Canada. More specifically, we promote the general interests of our members provincially, federally, and internationally; we negotiate and manage labour agreements with guilds and unions; we administer copyright collectives; we train new industry entrants through 7 national internship programs; and we undertake a number of other specific initiatives that help increase awareness and enhance communication within the Canadian and international production communities.

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