

# We help your business, one number at a time.

## What is ISAN?

### International Standard Audiovisual Number (ISAN)

ISAN is a global numbering system for audiovisual (AV) works, a standard approved under ISO (International Organization for Standardization). A simple numeric (or, more precisely, hexadecimal) identifier that can be read by anyone and processed by any system around the world.

The ISAN number, together with descriptive data about the AV work, is registered in a state-of-the-art database. The ISAN system – including online access to the database – facilitates tracking of an AV production's use in any country and in any medium.

Participating countries and regions have their own agencies to assign unique, internationally recognized, permanent ISANs to registered AV works. A centralized database ensures there's no duplication of data.

## How will ISAN help?

ISAN was created by experts in the audiovisual industry to meet the needs of creators, owners, duplicators, distributors, and consumers of AV content. It offers tremendous benefits in the administration of rights, permissions, and payments.

- **Keep track**

ISAN helps you keep track of your productions from development through production and distribution to viewing – amidst millions of AV works, a global marketplace, and an ever-increasing array of distribution platforms.

- **Simplify data management**

ISAN ensures improved accuracy of data, simplifies database searches and data exchange, eliminates language barriers, and reduces transaction costs.

- **Satisfy funding agency requirements**

The Canada Media Fund requires an ISAN number during the final reporting stage before final payment will be released. Other funders – including Telefilm, the Bell Fund, and the Independent Production Fund - are increasingly requesting ISAN numbers.

- **Collect royalties**

A growing number of collecting societies around the world require an ISAN number for each AV work before releasing royalties (such as private copying or retransmission).

- **Streamline library**

Production companies report that ISAN is a great tool in managing their catalogue of AV works.

- **Enhance identification**

An identifier with a central global registry eliminates uncertainty when several works have the same title or characteristics.

## Who else is doing it?

ISAN Canada has over 1,000 registered users, most of them Canadian production companies. Broadcasters, distributors, agents, funding agencies, collecting societies, government organizations, and industry associations also register and rely on ISAN numbers.

Many countries and regions around the world have embraced ISAN, including Australia, Brazil, Canada, Denmark, Finland, France, Germany, Latin America, Italy, the Netherlands, Poland, Portugal, Serbia, Spain, Sweden, Switzerland, the United Kingdom, and the United States.

## How do I use an ISAN number?

- **24 digits**  
Use the number in contracts, on credits and titles, in print materials and on packaging. An ISAN number looks like this:  
0000-0001-ED3A-000B-5-0000-0000-M
- **Database**  
Incorporate it in your database and use it when communicating with distributors, agents, collecting societies, and others.
- **Barcode**  
Affix as a two-dimensional or high-capacity colour barcode to packaging and labels to facilitate tracking of merchandise and enhance piracy protection.
- **Encoded**  
Use as a digital audio or video fingerprint or watermark to facilitate rights management and tracking of electronic uses.
- **Existing system**  
ISAN can be used alongside the identification system your company already has in place – no need to disrupt or abandon current practice.

## What do I do now?

### Is it simple to sign up?

Yes! Four easy steps will get you signed up with ISAN Canada so you can obtain an ISAN number for new and existing productions.

#### 1. Download the Account Application

Get the ISAN Canada application form from this quick link:  
[www.isan.ca/english/](http://www.isan.ca/english/)

#### 2. Fill out application

And send two signed copies to ISAN Canada:  
160 John Street, 5<sup>th</sup> floor  
Toronto, Ontario  
M5V 2E5 Canada

#### 3. We'll email you

Once you've been approved, we'll send your login and password and return a signed copy of the application for your files.

#### 4. Register productions

The ISAN database can be accessed from anywhere. At your convenience, visit [www.isan.ca/english/log\\_in.html](http://www.isan.ca/english/log_in.html) to register your project. All of your ISAN numbers will be displayed on your home page almost instantly.

## What needs a number?

- Audiovisual works including **films** (features, documentaries, shorts), **television** (series, news, sports, drama, variety), **digital content** (web and mobile), **video** (music, corporate, training), **interactive** (games, educational), **advertising** (commercials and trailers), and **excerpts**.
- ISAN numbers can be used to differentiate episodes, versions, languages, lengths, formats, and more.
- You can register a work at any point in the production-and-distribution cycle – from green light to catalogue sales.



one number, worldwide  
un monde, un numéro

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## Who is ISAN?

### The ISAN International Agency

The ISAN system and database are globally administered by the ISAN International Agency (ISAN-IA), based in Geneva, Switzerland. ISAN-IA's mission is to implement ISAN throughout the world, by providing and managing the ISAN system and central registry, and by appointing and supporting a network of Registration Agencies. These agencies are responsible for introducing and implementing ISAN locally.

### ISAN Canada

ISAN Canada issues the ISAN identifier to Canadians (generally but not necessarily the producer) and authorizes them as registrants and readers of the ISAN central database. ISAN Canada, a not-for-profit organization, was founded in 2007 by the Canadian Media Producers Association and approved by ISAN-IA as a registration agency.

ISAN Canada and its founding member, the Canadian Media Producers Association, wish to thank the following for their support: Telefilm Canada, the Canadian Audio-Visual Certification Office, the Canada Media Fund, and the National Film Board of Canada.

Founded by



Registration Agency for



### ISAN Canada

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