

EIDR and ISAN-IA announce their joint dual registration service

New York and Geneva, April 16, 2019, The International Standard Audiovisual Number International Agency (ISAN-IA) and the Entertainment ID Registry Association (EIDR) announced today that their joint dual registration service will go live on April 16, 2019. This program comes as a component of the European Commission's Audiovisual Standard ID promotion policy aimed at boosting opportunities for audiovisual arts, entertainment, information, and archival management.

Audiovisual standard IDs will highly enable the production and distribution of such content at the best cost, facilitate its exchange, and enhance its discoverability by professional and fans alike. EIDR and ISAN have been identified by the European Commission as appropriate candidates for the systematic registration of EU's Creative Europe MEDIA programme funded projects. Under the monitoring of the Commission, all parties have worked to implement a fully interoperable system that allows content creators, owners and distributors to obtain identifiers from both organizations with a single application. Both ISAN-IA and EIDR operate as non-profit, cost-recovery organizations to the benefit of the industry. The registered IDs will be exchanged between the organizations, allowing ID users willing to do so to work with either organization while accessing many of the benefits of both registration systems.

More details about the program and the registration method can be found at <http://standard-ids.org>.

"We are glad that interoperability between the two major audiovisual identifiers has become a reality", says Régis Flad, ISAN-IA Managing Director. "This initiative does not only benefit to current ID users, but it lays the foundations for a broad adoption of interoperable audiovisual standard identifiers by the whole industry".

"We are delighted to be part of the Standard ID initiative", says Will Kreth, EIDR Executive Director. "EIDR's DNA is deeply rooted in the betterment of the audio-visual industry. We cannot think of a better way to expand both IDs benefits to the entire community from independent movers and shakers to established players".

About EIDR

The Entertainment Identifier Registry (EIDR) is a unique universal identifier for audiovisual works open to all participants of the audio-visual world. EIDR is a non-profit organization and part of the Digital Object Identifier (DOI) system, standardized by the International Organization for Standardization (ISO) as ISO 26324. EIDR IDs are applicable to the entire range of movie, Web, and television audio-video content. The EIDR platform accepts audiovisual object types that are relevant to both commercial and non-commercial works. The Registry's flexible structure supports the multifaceted relationships that exist between various assets and is interoperable with other standards and proprietary identification methods. The EIDR Registry contains more than 2 million issued EIDR IDs, more than 4 million identifiers from other organizations, and serves 215 million transactions per year – including 60 million metadata queries and more than 100 million EIDR ID resolutions from organizations and individuals around the world.

For more information, please visit <http://eidr.org/>.

About ISAN

The International Standard Audiovisual Number (ISAN) is a unique universal ISO identifier for audiovisual works and versions. ISAN has been designed by the industry to meet the requirement of the digital shift and was standardized by the International Organization for Standardization (ISO) as ISO 15706. ISAN is backed-up by a network of registration agencies, 11 of them are deployed in Europe and deliver ISAN services in local languages. With 1.3 Million ISAN allocated, ISAN has already been adopted by more than 15'000 stakeholders from 81 countries; every year, 1500 new users and organizations adopt ISAN. The ISAN International Agency (ISAN-IA) has been founded by AGICOA, CISAC and FIAPF. ISAN-IA was appointed by ISO as the ISAN Registration Authority to develop and operate the ISAN standard worldwide and to maintain the on-line ISAN registry. ISAN-IA and ISAN registration agencies are all not-for-profit organizations, ISAN is an ISO property that is operated under ISO regulation.

For more information, please visit <http://www.isan.org/>.

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