ISAN Registration Agencies - Rules & Procedures

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Foreword

The "ISAN Registration Agency - Rules and Procedures" document (Rules & Procedures) specifies the modus operandi between the ISAN International Agency (hereafter "ISAN-IA") and the ISAN Registration Agencies (hereafter "RA"). It is available to each RA following acceptance of the submitted Expression of Interest (EOI). This document is part of the Set of Rules as defined in the RA Agreement. Consequently, it is part of the RA Agreement.

This document provides complementary information to the other documents part of the Set of Rules:
▪ ISAN User Guide
▪ ISAN Terms of Use
▪ RA Financial Guide
▪ ISAN IT System Integration for RA
▪ ISAN Terms of Reference

This document might be updated and/or modified from time to time by the ISAN International Agency.

1 ISAN organization

The **ISAN International Agency** (ISAN-IA) is appointed by ISO as the Registration Authority for the ISAN Standard (ISO 15706-1 & 15706-2). Its primary tasks are:

- to assess and appoint Registration Agencies
- to assist them in their initial start of operations
- to promote and regulate the standard worldwide to the audiovisual industry
- to maintain, run and manage the ISAN system and central repository

The **ISAN Registration Agencies** (RAs) are appointed by ISAN-IA:

- to develop client (Registrant and Reader) relationships in their respective markets;
- to support their clients in audiovisual works and/or versions registration with ISAN;
- to educate their respective market to the uses and benefits of ISAN adoption.
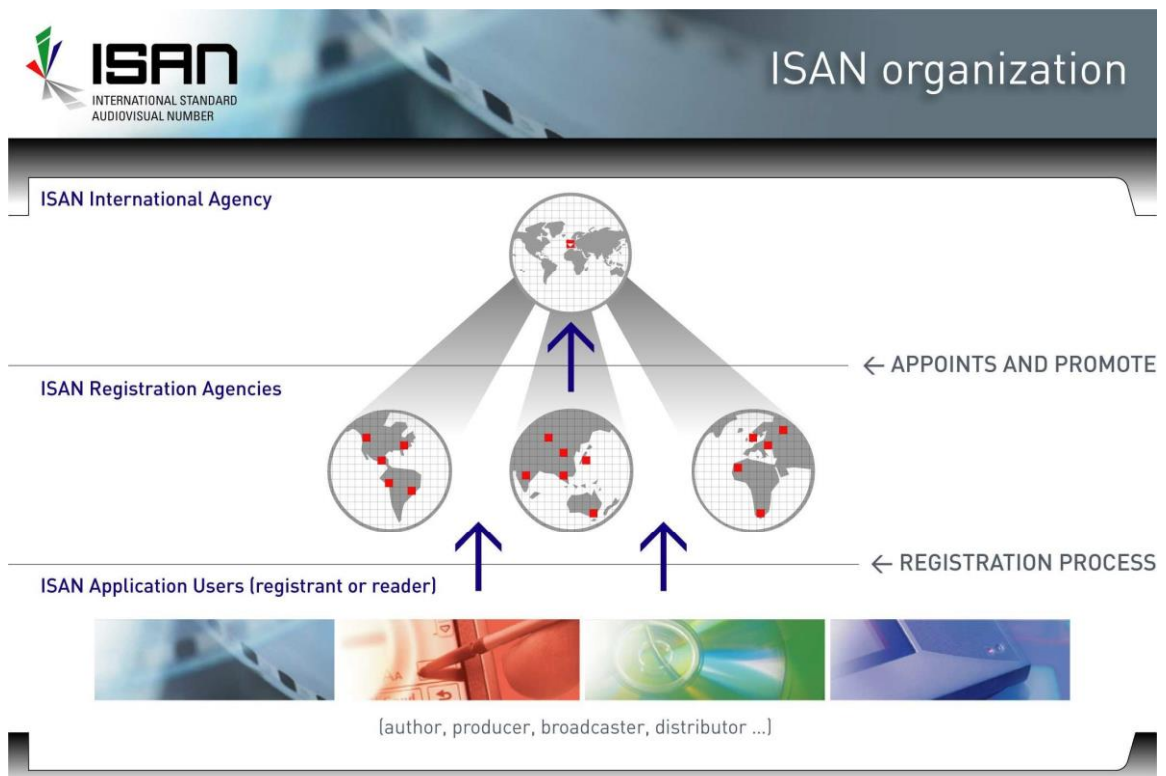
ISAN-IA is a not-for-profit association set-up according to Swiss Law with a Managing Director reporting to ISAN-IA's Administration Committee.

Appointed Registration Agencies are represented at ISAN-IA's Administration Committee, by 1 member, elected and nominated by the RA Committee.

2   Overview of ISAN-IA

The ISAN system is a voluntary identification system for audiovisual works and versions (hereafter "AV content").

ISAN-IA has been designated by ISO as the ISAN Registration Authority in accordance with ISO 15706-1 and 15706-2 (hereafter the "Standard").

ISAN-IA may function as a Registration Agency in markets or territories, until a RA is appointed, and whenever necessary : ISAN Transitory Registration Agency – hereafter "TRA".

ISAN-IA shall not engage in any form of rights management.

Only ISAN-IA can accredit and appoint RAs, whose applications have been submitted for endorsement by producers' or other industry representative organizations.

ISAN-IA shall develop, implement, monitor and enforce the ISAN RA - Rules and Procedures, governing RAs activities, and the usage of ISAN and related metadata, in particular ISAN registration and query processes.

ISAN-IA may revoke the accreditation of any RA, and therefore terminate its agreement with ISAN-IA, if RA fails to operate in accordance with the specifications of the Standard or these Rules and Procedures or the provisions of their Agreement signed by the RA with ISAN-IA.

3   Obligations of the ISAN RAs

Each RA, by signing its agreement with ISAN-IA, adheres fully to the ISAN Rules and Procedures, which are part of the Set of Rules as defined in the ISAN RA Agreement signed with ISAN-IA.

Recommended Retail Prices (as described in the ISAN RA Financial Guide) will be charged for ISAN services (ISAN allocations, Matching & bulk search services) which RA provides for its clients (Registrants & Readers). This pricing policy implemented by any RA, shall be aimed at facilitating the widest use of ISAN.

Volume discount on the wholesale service fees is applied by ISAN-IA according to ISAN RA Financial Guide. Each RA will deliver volume discount to their clients according to the Registrant's specific needs.

Each RA shall perform their ISAN operations, as defined and specified in the Standard, in accordance with this Rules and Procedures and per their Agreement with ISAN-IA.

RA shall not engage in any form of rights management.

RA cannot itself be a Registrant and can only act on behalf of its clients Registrants.

RA shall continually update (when necessary) the ISAN central repository with quality descriptive information on audiovisual work for existing ISANs.

RA shall make all reasonable efforts to avoid creation of duplicates ISAN in the ISAN Registry, as defined in the Standard, either by themselves or their respective Registrants.

RAs shall submit to ISAN-IA its rate card/pricing (and any further updates) for the ISAN Services offering for review ahead of its publication.

RAs, in addition to the non-profit Basic Services offered, can offer profit-making services ('Other Services'). If those Other Services are related to ISAN and its related metadata, although ISAN-IA will have no supervisory power over the choice of such services, ISAN-IA reserves the right to object to the manner in which they are run and marketed, in the event that excessive focus on such Other Services results in a reduction of RA's main activity which should be the offering of the ISAN Basic Services.

Each RA will clearly indicate in its communications and marketing materials that they are part of the ISAN Registration Agency network.

4 ISAN Identity & Intellectual property

4.1 Use of the ISAN Brand

ISAN is a trademark (see Appendix 1) which can only be used in accordance with the Standard and ISAN-IA Rules & Procedures. The **isan.org** domain name is the property of ISAN-IA, as well as the ones listed in Appendix 2.

4.2 Use of the ISAN Logo

Any party wishing to reproduce the ISAN logo may only do so following receipt of written approval from ISAN-IA.

Parties may reproduce information already published by ISAN-IA or a RA provided that:

(a) any attached logo(s) will also be reproduced;

(b) the name of the original publisher will be clearly credited;

(c) the party reproducing such information will provide ISAN-IA in a timely manner with a complete copy of such text(s) together with the date and place of each such publication.

In order to build a worldwide recognition of the Standard, all visual/iconographic campaign elements must ensure the display of the generic ISAN visual identity, which provides overall branding. No modification to the ISAN visual identity is permitted.

Each RA will inform ISAN-IA of their marketing and promotional plans. ISAN-IA will have to review every marketing material prior to its publication. Each RA is expected to promote ISAN at industry events in the respective market of the RA.

All RA press releases related to ISAN will have to be reviewed by ISAN-IA, prior to its publication.

4.3 Use of isan.org sub domains

ISAN-IA will provide the RA with a default sub-domain name in the form *raname*.isan.org

The RA is allowed to choose other domain names for their public website as long as the word "isan" is not part of this domain name, and that URL translation is done to the default domain name provided by ISAN-IA.

4.4 Intellectual Property

By submitting audiovisual metadata for the purpose of allocating an ISAN, the ISAN Registrant grants to ISAN-IA an unrestricted, unremunerated, irrevocable and non-exclusive world-wide license to utilize the metadata of the AV Work in perpetuity as part of the ISAN System now known or in future developed and within the framework of the ISAN ISO Standard.

ISAN-IA retains all intellectual property rights on all and any brochures, software, web user interface, API, promotional material, metadata and any materials which ISAN-IA have developed, compiled or conceived. RA acknowledges that it has no right whatsoever on such materials.

5   RA Operational Process

The main activities described in this section require the use of the ISAN registry web user interface, which is the main RA tool for processing ISAN applications, searching the ISAN Registry, managing clients, resolve duplicates and extract reports.

Should the RA wish to develop its own web user interface, it shall implement the ISAN API. In such event the interface project, including screen and functionalities, shall be submitted to ISAN-IA for compliance check and approval. ISAN API functions are documented in a distinct technical document, delivered to RA upon request. The ISAN API implementation shall be tested and approved by ISAN-IA before release to RA's clients.

RA clients shall accepts ISAN Registrant Terms & Conditions of their RA, including the ISAN Terms of Use. There are several kind of clients:
- Registrants who want to register their productions with ISAN and consult the ISAN Registry. Such clients include producers, authorized proxy of such producers, or any other entity or individual, registered in the ISAN system.

- Readers who want to consult the ISAN Registry via the web user interface, for searching ISAN and their related metadata. All Readers shall be registered in the ISAN system.
- Supporter Readers who want to consult the ISAN Registry via the API or the ISAN Matching Service, for searching ISAN and their related metadata. All Supporter Readers shall be registered in the ISAN system.

The ISAN metadata schema and ISAN User Guide both describes the content and format of the descriptive information required to register works or versions with ISAN. The rules set in the ISAN User Guide, in these Rules and Procedures document, and on the ISAN support platform (http://support.isan.org) such as Registration Best Practices, should be strictly enforced to ensure ISAN quality and avoid duplicates.

Work-by-work registration with ISAN: with the help of the web user interface or an appropriate API implementation, authorized registrants can register by their own their works and versions with ISAN. Alternatively, registrants can delegate the registration task to their RA who can log on-behalf-of their client to perform ISAN operations. However, the RA cannot be the Registrant.

Bulk-registration with ISAN: For registration of larger catalogues or longer series, registrants can choose to submit bulk registration files to the RA. ISAN supports several bulk load formats in excel, XML or JSON. Such files are delivered to the RA who will validate the files (with tools provided by ISAN-IA) and review the data quality prior loading the data in the ISAN Registry. Potential duplicates will be resolved by the Registrant and/or the Registration Agency.

General rules related to ISAN Registration:

RA is not entitled to assign ISANs on behalf of applicants who are not registered and activated as Active Registrant in the ISAN System.

Descriptive information of content registered with ISAN by clients of the RA, can be updated by either the Registrant of the work, the RA or ISAN-IA if such descriptive information is proven to be inaccurate or incomplete. ISAN-IA and/or the RA can at any time correct or add metadata (i.e. more actors, cast participants etc…) if required to improve the identification of the work.

RAs shall ensure via methodic quality check, that the descriptive information of content registered in their agency is in compliance with the Standard and the latest edition of the ISAN User Guide and Registration Best Practices.

Registrants shall, whenever necessary, update the descriptive information of their ISAN codes.

Every work (and related ISAN) is always exclusively registered by one Registrant.

If a duplicate ISAN is found, ISAN-IA will inactivate it. The inactivated ISAN remains referenced for perpetuity the ISAN registry and will always point to the active ISAN.

ISAN-IA shall review and decide on any appeals related to rejected or inactivated ISAN codes.

When Registrants need an ISAN for works in project for which the final metadata is unknown or still subject to change, an in-development ISAN applies. Such in-development ISAN are delivered as "pre-ISAN" codes, to be activated later,

without having to provide the final set of data. Metadata associated to in-development ISAN is hidden and is only visible to the registrant. Such in-development ISAN shall be activated into a "regular ISAN" (i.e. with public metadata associated) before the release and distribution of the work. Failing to do so might result to the allocation of another ISAN for that work and the inactivation of the in-development ISAN later on. RAs shall closely monitor these in-development ISAN codes in order to make sure that descriptive information is filled in on a timely manner and the ISAN is activated.

Invoicing of RAs:

ISAN-IA will invoice RAs on a monthly bassd for all ISAN services delivered the month before, as defined in the Financial Guide.

Every RA is responsible for invoicing their own clients for ISAN services based on ISAN-IA's invoice that includes all clients usage. Each RA is responsible for issuing their invoices and eventually implementing the necessary interface to import client usages in their invoicing system. To do so, ISAN-IA delivers monthly billing files that contains detailed usage information such as:
- Clients information;
- Clients aggregated use of specified services (e.g. ISAN registrations, V-ISAN registrations, ISAN queries, etc.);
- Timestamps of operation and related totals for each service used.

From the date of official launch, the RA should have Registrant and Reader mail and phone support services. The key objective is to offer full assistance on the usage of the ISAN web user interface and to resolve any issues which may arise in using ISAN services.

Technical and Service support is available at ISAN-IA for RA's staff only at regular office opening hours.

At least one employee of the RA will have a 2 days ISAN training session at ISAN-IA's offices, prior to opening of the RA.

RA shall provide information and on-going training when necessary for its large clients to ensure correct usage of the ISAN system.

6 Budget and Reporting

Each RA shall compile, maintain, comment and report to ISAN-IA financial and statistical data relating to its ISAN operations.

Each RA will provide a precise budget for the following calendar year in order for ISAN-IA to plan its System capacity. Such budget shall include the following forecasts:

- Volume of Registrants and Readers;
- Volume of ISAN allocations;
- Volume of ISAN queries;
- ISAN Basic Services Revenues;
- Pricing for the Basic Services.

RA budget shall also include information on:

- Marketing, promotion of ISAN activities;
- Organizational planning;
- Information on System and Technology evolution (when applicable);
- Specific recommendations for the evolution of the ISAN Standard and ISAN system related to RA's specific market.

Financial report

Each RA will provide ISAN-IA with Audited Annual Financial Statements together with the Management Report presented by the auditors within **five (5) months** of the end of each fiscal year.

ISAN-IA is granted the right to reasonable approval in the appointment of auditors to each RA.

ISAN-IA reserves the right, at its own cost, to initiate a separate audit – financial or operational – whether on a comprehensive or more narrowly defined basis.

Each RA will comment and report on its financial data to ISAN-IA within **one (1) month of each quarter end, to include**:

- Turnover and volume detailed by ISAN service;
- Quarterly Financials.

Each RA will provide clear narrative to explain budget variations and, when possible, specify action plans to correct trends developing contrary to their annual forecast.

Operational report

Each RA will also provide a one (1) page **monthly operational report**. A template operational report will be provided by ISAN-IA.

ISAN-IA reserves the right to require other statistical and/or financial data on an ongoing or onetime basis.

The level of use of ISAN is an important indicator; any other topics relevant to further development of the ISAN System should be in the RA reporting.

When applicable, a brief report of the SWOT analysis is expected.

The operational reports will mainly incorporate statistics issued by the ISAN system on which each RA will be expected to comment and to enhance with complementary information judged pertinent for the understanding of their activity.

7 Technology

7.1 ISAN Database & System

All descriptive information associated to every ISAN codes, is registered in the ISAN Registry. The ISAN registry is the centralized database that is implemented, run and maintained by ISAN-IA.

The document "ISAN IT System integration for RA" provides information regarding different technical solutions offered to RAs for use and integration with the ISAN system.

7.2 Going Live & Procedure Changes

Prior to launching RA ISAN services activities, ISAN-IA will have to test and accept RA's integrated solution (i.e. web user interface configuration or API implementation). ISAN-IA remains responsible for the technology it provides to support ISAN registrations.

All system integration updates, except text and images for the web user interface, need to be tested and accepted by ISAN-IA before launching.

ISAN-IA will provide a set of default (English) documents, images, CSS files, dictionaries, etc. required for the customization of the RA web user interface. RA will modify customized logos, colours, translations, etc… and return them to ISAN-IA for integration and testing. While billing integration is RA's responsibility, and therefore not subjected to ISAN-IA's acceptance, tests will be required with RA to verify correct billing process.

ISAN API implementation is more complex and requires additional testing and validation by both RA and ISAN-IA.

RA projecting to implement the ISAN rest API must submit to ISAN-IA detailed functional specifications of such implementation. Specifications must be clear and complete in order for ISAN-IA to evaluate the feasibility, consistency, reliability and robustness of such system.

ISAN-IA will test the RA application before launching and RA will provide full support and assistance to ISAN-IA during the test phase.

Modifications to the RA application that might alter the proper functioning of the ISAN API shall be notified before being applied.