

DECLARATION ON AUDIOVISUAL WORK IDENTIFIERS

Whereas the discussions have revealed that common use of standard and interoperable audiovisual work identifiers would facilitate the process of rights clearance, distribution for online availability, and discoverability of European works.

Whereas such identifiers should notably be implemented for all new European works that are produced to facilitate rights management, digital distribution, and discoverability.

Whereas two audiovisual work identifiers have been presented to the working group:

- ISAN, the ISO 15706 International Standard Audiovisual Number, implemented notably in Europe through a network of registration agencies created by various European collective management organisations (CMOs) representing notably authors, editors and producers, and used by thousands of European audiovisual stakeholders of all sizes.
- EIDR (Entertainment ID Registry), an implementation of ISO 26324 (the international standard Digital Object Identifier), managed and maintained by the EIDR Consortium and used by production companies, distributors, on-line retailers, service providers, infrastructure vendors, and archives.

Whereas presentations made to the working group by some of the major rights management organisations in Europe show that ISAN is already used in said organisations' rights registries (AGICOA for producers, IDA for authors).

Whereas EIDR presentations made to the working group show that EIDR is already used to increase the efficiency and reduce the cost of digital distribution pathways and support new business models for digital services.

Whereas interoperability is recognized as a key feature for identifiers, lowers barriers to adoption and use of identifiers, and greatly increases the number of possible uses for identifiers.

Whereas the working group has taken good notice and welcomes the ongoing discussions between stakeholders in order to implement interoperability between ISAN and EIDR (see joint ISAN-IA / EIDR declaration "ISAN and EIDR to Provide Seamless Registration of Content IDs to Leverage the Strengths of Both Systems" of December 2012).

Whereas the report of the European Parliament on "Online distribution of audiovisual works in the European Union" (Cavada report) "calls on the Commission to consider implementing measures facilitating wider use of the ISAN system"¹, and the 2012/28/EU Directive on

¹ See (2011/2313(INI)), point 38. : "The European Parliament (...) 38. Takes the view that new technologies could be used to facilitate the clearing of rights; welcomes, in this connection, the International Standard Audiovisual Number (ISAN) initiative, which makes it easier to identify audiovisual works and their rights- holders; calls on the Commission to consider implementing measures facilitating wider use of the ISAN system."

“Orphan works” recommends the use of ISAN databases as one of the possible authoritative sources for rights holder diligent searches at Member State level.²

The undersigned

1. Recognizes the essential contribution of internationally recognized standard and interoperable audiovisual work identifiers to increase the availability of audiovisual content online, by facilitating rights management, discoverability, and distribution of such content;
2. Recommends the systematic registration of all newly produced audiovisual works with such international recognized standard audiovisual work identifiers, and calls on stakeholders at Member States and European level to consider implementing measures facilitating wider use of such identifiers;
3. Calls for studying the possibility of systematic use of an international recognized standard audiovisual work identifier for all audiovisual and cinematographic works benefitting from support of the Media/Creative Europe programme;
4. Recommends the full implementation of the interoperability between ISAN and EIDR;
5. Calls for further interoperability and increased synergies between said identifiers and rights registries where these identifiers are used.

Supported by:

1. Adami
2. BFI
3. CEPI
4. CineRegio
5. EIDR
6. Eurocinema
7. EuroCopya
8. European Film Promotion
9. FERA
10. FIAPF
11. INA
12. ISAN-IA
13. SAA – Society of Audiovisual Authors

² See article 3.2 and Annex of the 2012/28/EU Directive : “(4) for audiovisual works and phonograms: (...) (d) databases with relevant standards and identifiers such as ISAN (International Standard Audiovisual Number) for audiovisual material, ...”