

## Frequently Asked Questions (FAQ)

### **Today's announcement (20 November 14):**

The Entertainment ID Registry (EIDR) and the founders of ISAN UK today announced the launch of the UK AV Registration Agency. The Agency is a collaboration that will deliver a new joint ID service to the film and television industry in the UK. Under the terms of the collaboration, the Agency will provide both EIDR and ISAN ID services to the UK, effectively becoming a 'one-stop shop' for UK organizations that wish to uniquely identify their productions to support both rights management and digital distribution work flows.

The Agency is expected to bring increased focus to the growing need for standardized identification of film and television programs to enable digital commerce while protecting the interests of intellectual property rights holders.

### **FAQs:**

#### **1. Why is the UK AV Registration Agency being launched?**

**A:** The Agency will deliver a new 'one-stop shop' ID service in the UK. Clients of the service will be able to obtain EIDR and ISAN IDs from one non-profit UK AV Registration Agency. It will minimize potential confusion in the UK market by providing a single point of registration for small and large producers alike, including the ability to provide additional support for small independent producers. It will demonstrate interoperability between EIDR and ISAN by giving all producers the choice to register in both or either system through a single data submission, with coordinated work flows and best practices for both rights management and digital distribution.

#### **2. Who will run the UK AV Registration Agency and the new joint EIDR/ISAN service?**

**A:** The Agency will be managed as a collaboration between the current founders of ISAN UK (ITV, PRS for Music, PACT, and Soundmouse) together with EIDR.

#### **3. What services will the UK AV Registration Agency offer?**

**A:** The Agency will offer registration services for both EIDR and ISAN systems through a single data submission, as well as value-added data services in connection with registration services. Value-added services will include data validation and preparation for registration, coordinated registration work flows between EIDR and ISAN, management of post-registration issues, education on registration best practices, and advice and consultation on implementation of best practices and automated work flows.

#### **4. How will the IDs be registered?**

**A:** There are three main options; 1) real-time web service, 2) bulk load via xml, 3) online user interface. This will include the registration of versions for both EIDR and V---ISAN.

**5. How much will it cost to register both IDs?**

**A:** The Agency will offer a special joint fee of £40,000 (GBP) per year for an unlimited number of registration of IDs in both systems, which is less than the current combined cost of both IDs bought separately.

**6. Will customers have to purchase both IDs?**

**A:** No. Customers may purchase both IDs together or choose to purchase separate IDs from each of the two systems.

**7. How much will it cost if I only want EIDR IDs?**

**A:** Customers will have three options for obtaining EIDR IDs. (1) They may take advantage of the special joint fee of £40,000 Sterling. That rate includes an EIDR membership with unlimited registrations. (2) They may purchase an EIDR membership through the new agency at standard EIDR membership rates.

(3) Customers may also purchase smaller numbers of IDs from the new agency directly, without becoming an official EIDR member. One of the two unlimited options generally will be appropriate for customers that need a large number of IDs. The third option will be available to customers who require <1,000 registrations annually.

**8. How much will it cost if I only want ISAN IDs?**

**A:** Customers will have several options for obtaining ISAN IDs. (1) They may take advantage of the special joint fee of £40,000 Sterling. That rate includes unlimited ISAN registrations. (2) They also may purchase smaller numbers of IDs from the new agency directly at posted rates based on the volume of ISAN IDs. The first unlimited option generally will be appropriate for customers that need a large number of IDs, although the customer has the option to purchase on a per-ID basis.

**9. Who will invoice customers?**

**A:** UK AV Registration Agency will invoice UK customers, with the benefit of receiving invoices in Pounds Sterling (GBP) for both EIDR and ISAN.

**10. How will the Agency help small producers?**

**A:** Small producers who don't require unlimited registrations of EIDR or ISAN IDs will have the option to purchase small volumes of IDs directly from the UK AV Registration Agency, without incurring the full costs of an EIDR membership or an ISAN bulk rate deal.

**11. How does a new customer sign up and get started? Is the Agency open for business now?**

**A:** Yes, the UK AV Registration Agency is open for business and can be contacted by email [info@ukavra.org.uk](mailto:info@ukavra.org.uk). Anyone interested in related services should get in touch with the contacts at the bottom of this FAQ.

**12. ITV has been a longtime ISAN registrant. Has ITV registered any productions in EIDR?**

**A:** Yes, ITV has been engaged in validation efforts with EIDR and has already registered several thousand ITV titles. ITV expects to continue those efforts and register its commercially active catalog of productions.

**13. What relationship will the UK AV Registration Agency have with ISAN International Agency?**

**A:** The Agency will act as a local ISAN Registration Authority through its existing relationship with ISAN-IA. In that respect, it will operate just as the ISAN UK organization does today.

**14. What relationship will the new joint agency have with EIDR?**

**A:** The Agency is a collaboration between EIDR and ISAN UK with the goal of delivering the joint service to customers. The Agency will be a partner and full Contributor Member of EIDR and will have complete participation rights and read/write access to the EIDR registry. The Agency Board of Directors also will engage in strategic collaboration with the EIDR Board of Directors through exchange of non-voting representatives.

**15. Does this arrangement establish a model that will be copied in other countries?**

**A:** It could. We expect to share information with other ISAN registration agencies about how the Agency is set up and how it fares over time. It is possible that other ISAN stakeholders will see benefits in undertaking similar efforts.

**16. Will the UK AV Registration Agency serve customers outside of the UK?**

**A:** The Agency is set up by stakeholders with deep knowledge of the UK market and with the ability to bill in Sterling. It is targeted at fulfilling a need in the UK audiovisual market. However, as with other services across the EU, the Agency will serve all customers that apply.

**17. Will EIDR no longer interact directly with members in the UK or elsewhere if this model is repeated in other countries?**

**A:** EIDR will continue to interact directly with UK members, but will now have the ability to provide additional local support through the new agency. That support will include assistance with data validation and preparation, use of the EIDR UI, bulk registration efforts, integration of the EIDR API to support automation whenever appropriate, and best practices for use of EIDR in distribution work flows. The Agency and EIDR will work together and share information and best practices on data quality, registration practices, use cases, integration efforts, and work flows.

- ENDS -

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