

Rights Data and Audiovisual Identifiers

Presented by:
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Introductions



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AV Standard Identifiers

ISAN

International Standard Audiovisual
Number

ISO standard, initiated by rights holders organizations (agicoa, cisac, fiapf)

Initial Purpose

Universal unique AV identifier to streamline digital rights management

EIDR

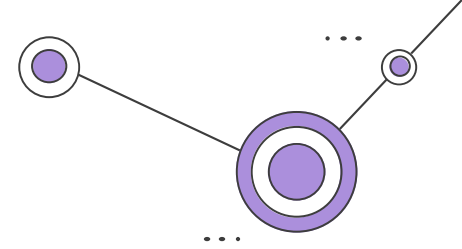
Entertainment Identifier Registry

Industry Standard public registry, initiated by studios, R&D organization, and industry vendors

Initial Purpose

Identify AV works and their unique versions and original producers to streamline digital distribution

Focus on EIDR



Mission of EIDR

Establish a public registry to identify audio visual works and unique versions/manifestations, produced by a specific content creator, allowing for more efficient distribution and sales of media and entertainment products across the global digital supply chain. Members enjoy automated all inclusive registration, update, lookup.



2.5M EIDR IDs
+122,000 EIDR/ year



73+ Member
Companies



~5M Alt IDs

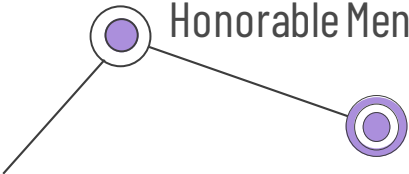


99.5% of API Calls
are Read/Resolve

Primary Content Types

Television Shows, Movies, Edits and Manifestations

Honorable Mention: Shorts and Podcasts



Focus on ISAN

- ISAN are registered by producers; version ISAN are registered by anyone who need them
- Project ISAN are delivered to works still in development
- ISAN IDs are public and usable by all
- Open central registry of ISAN IDs and metadata
- Not for profit, ISO regulation
- Main use of ISAN:
 - ▷ Rights management
 - ▷ Film projects management (Project ISAN)
 - ▷ VoD content identification



1,6M ISAN
+80'000 ISAN / year



+20'000 users
+1500 / year



15 Registration Agencies



81 Countries

Why We Need Identifiers



Rock Ba-Casba (original)
Rock the Casbah (international)
Yariv Horowitz
Israel, France
2013
ISAN 0000-0002-A624-0000-9-0000-0000-A
EIDR 10.5240/3F0B-6829-9C5D-3209-EDDA-W

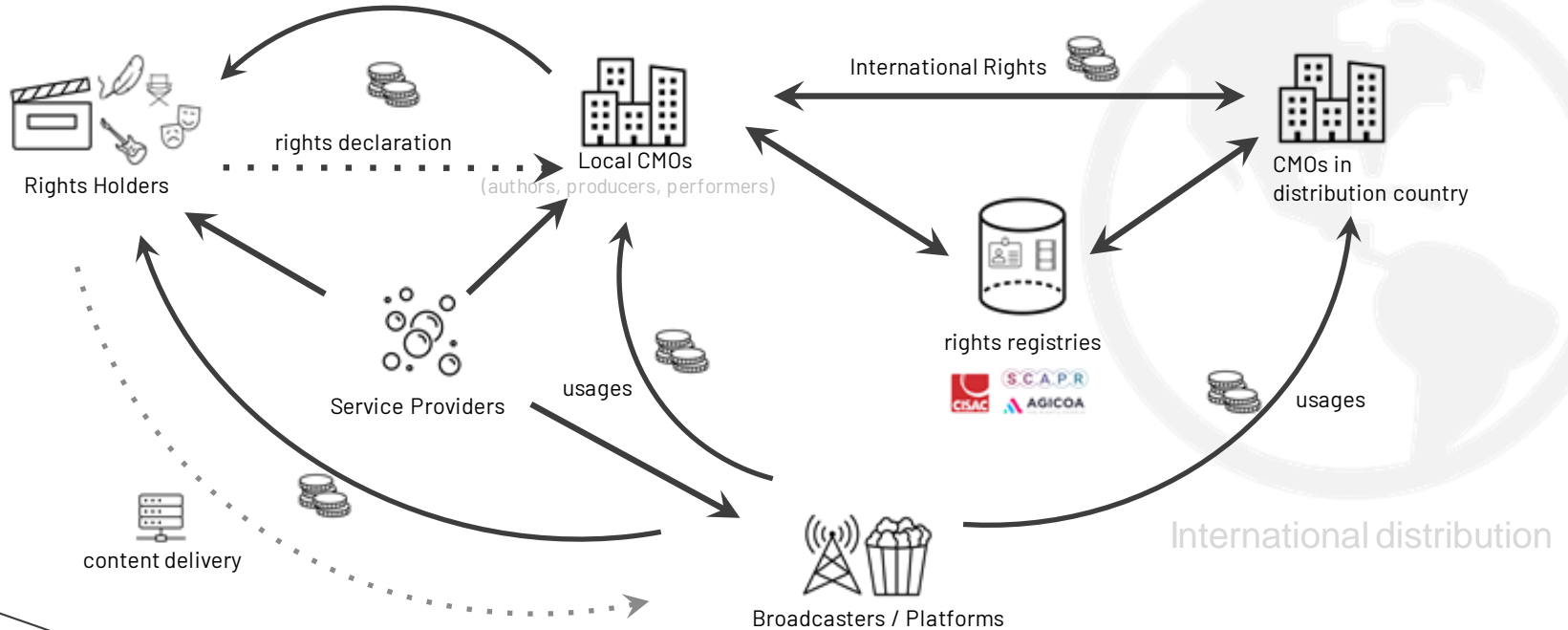


Rock the Casbah (original)
Laïla Marrakchi
Marocco, France
2013
ISAN 0000-0004-A59F-0000-W-0000-0000-F
EIDR 10.5240/AD45-1B95-A584-97C8-881A-K



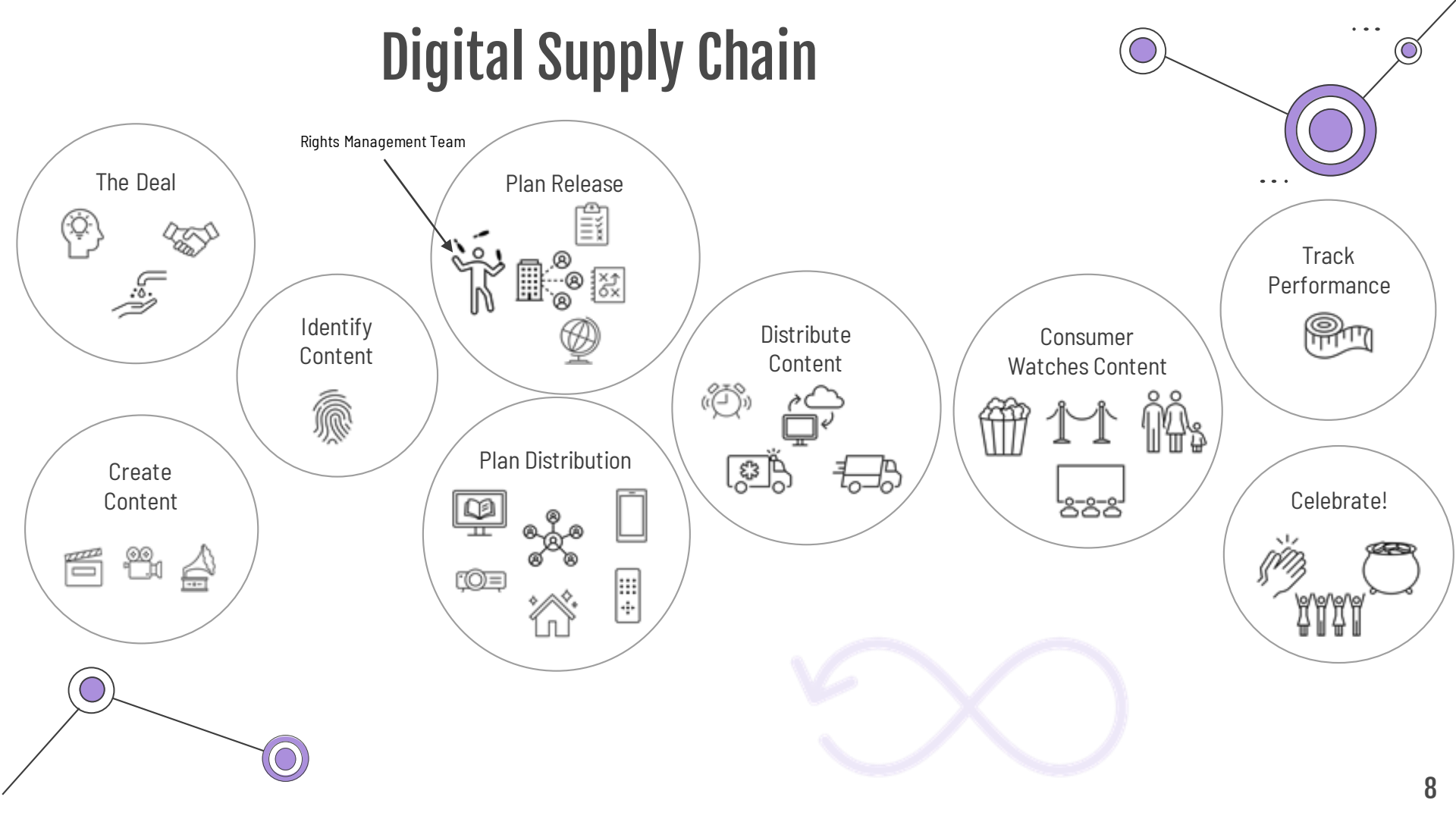
Rock the Kasbah (original)
Barry Levinson
USA
2015
ISAN 0000-0004-1937-0000-M-0000-0000-8
EIDR 10.5240/B9A6-23E5-7162-CBC4-B9C7-D

AV Rights Management Process



metadata and identifiers exchanges

Digital Supply Chain



Use Cases

Rightsline (USA)

Rights Management system, underpinned with EIDR model. Allows content creators to license the appropriate version of each property to each client based on territory, language, window, etc.

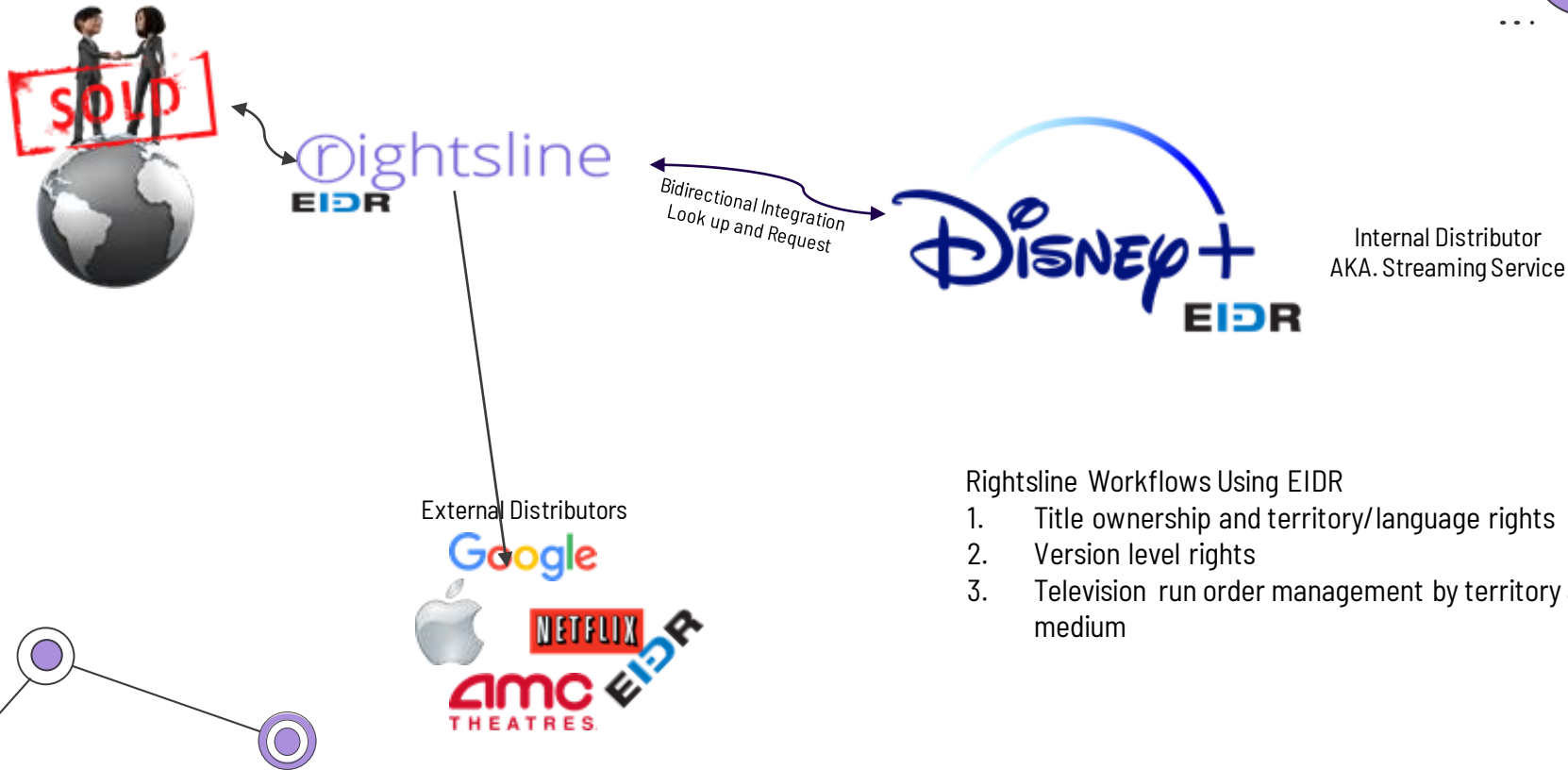
ALPA (France)

ALPA one-stop-shop for fingerprint: an implementation of EU copyright directive 2019/790 (art. 17) with ISAN.

Musical rights

Music rights management in audiovisual content

Use Case: Rights Management Using Rightsline



Rightsline Workflows Using EIDR

1. Title ownership and territory/language rights
2. Version level rights
3. Television run order management by territory and medium



ALPA Use Case: One Stop Shop for Fingerprints

- Anti-piracy Association (France)
- Agreement with Google, Daylimotion & Facebook
- Centralized fingerprint management
- take down infringed content & manage claims
- Deliver service to ALPA members only
- Content identified with ISAN

ALPA Use Case: One Stop Shop for Fingerprints

How does it work?



Rights Assessment



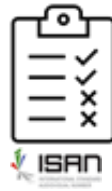
ISAN + Content Upload



Fingerprint creation



Monitoring



Block / Allow



Claims Management



1010
1010 algorithm improvements

ALPA Use Case: One Stop Shop for Fingerprints

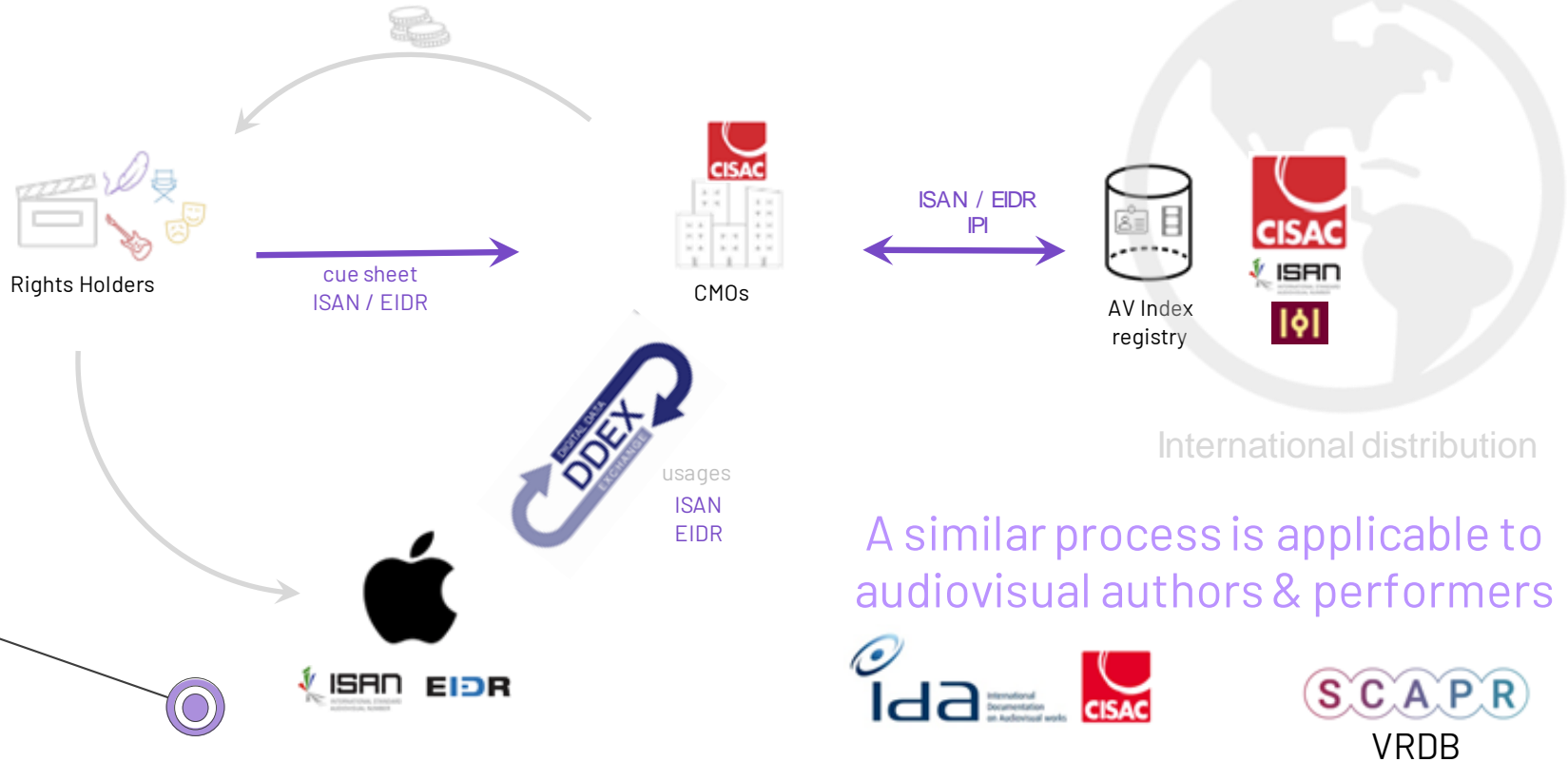
Efficiency

- Only a small number of pirate videos are found on YouTube / Daylimotion / Facebook afterwards
- Most infringed videos are blocked
- Possible “white list” mechanism for monetizing the content

Exceptions & Claims

- Handled by ALPA
- Evaluate the «piracy» aspect of the video
- Low volume of disputed claims
- Almost no appealed claims

Use Case: Music Rights in Audiovisual Works

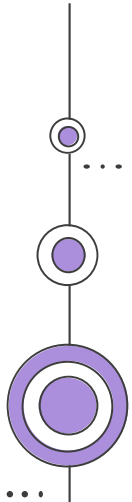
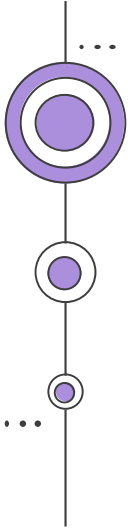


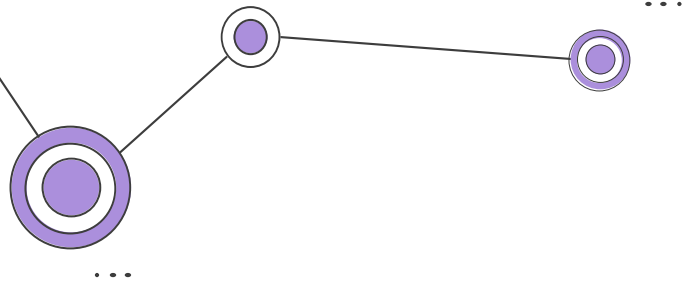
Current State

- Shared community of users that need to register both IDs
- +200'000 Public EIDR – ISAN cross-references so far
- Both registries have cross-references resolution services
- A basic dual registration process is operational : standard-ids.org

Future State

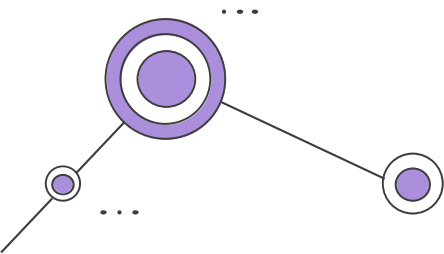
- Make registration and resolutions more cohesive/automated
- Joint Venture APIs
- Additional cross references
- Interim solutions





Future of Interoperability

- Full interoperability for all ISAN & EIDR IDs
- Online translation tools from one ID to the other ID
- Cross matching registries for existing IDs
- Dual registrations option for new IDs
- Common practices



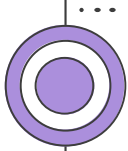
Value Added & Improvements...

Effective use of standard IDs benefits directly to rights holders

- Processing huge volumes of data
- Cuts down the cost of basic rights processing
- Enable CMOs to focus on high value tasks (conflict resolutions)
- Reduce errors, increase granularity and accuracy
- Added value to content recognition tools (implementation of EU copyright directive, art. 17)

Areas of Improvement

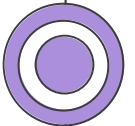
- Encourage the development and use of messaging standards for the audiovisual sector
- Encourage use of interoperable standard identifier : ISAN / EIDR



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Thanks and Contacts



EIDR

The Universal Media Identifier
EIDR 10.5240/B8C9-AC80-DEC5-413B-B665-
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