



## NEWSLETTER

### EUROPEAN COMMISSION TAKE A STEP FORWARD STANDARD IDENTIFIERS TO SIMPLIFY AUDIOVISUAL CONTENT EXCHANGE

ISAN has been reinforced by the European Commission in the press release published on April 16, 2019.

In the press release, the European Commission says that more and more content is being produced and available online, there is an increasing need to identify and track this content. Audiovisual standard identifiers (ID) provide the solution to simplify rights management and digital distribution, and to facilitate content exchange and discoverability for professionals and fans alike.

Audiovisual standard IDs benefit the audiovisual industry and provide a common language that allows the easy identification of content globally, not only within an organisation or country.

The European Commission, in the framework of its Audiovisual Standard ID promotion policy, has identified the [International Standard Audiovisual Number \(ISAN\)](#) and the [Entertainment ID Registry \(EIDR\)](#) as important players to help producers, distributors, broadcasters and online service providers automate workflows, cut distribution and rights management costs, and expand the benefits of digital distribution.

The EU's Creative Europe MEDIA programme aims to support the audiovisual industry to adapt to the changes in production, distribution, discoverability and has linked its support to projects for the TV programming, development and distribution of audiovisual works to the usage of standard identifiers.

“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”, says Régis Flad, ISAN-IA Managing Director.



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