

## NEWSLETTER

### ARIBSAN ARRIVES IN CINEMA'S WORLD CAPITAL

*The opening of ARIBSAN US will make the ISAN identification standard even more accessible, with the aim of better promoting the benefits the code offers to the American market.*

*November 2011* - The Agency for ISAN Code Registry has opened its doors to the American audiovisual industry. The new location in Los Angeles, at the offices of EGEDA, the Spanish Audiovisual Producers' Rights Management Association, will bring ISAN closer to the US film industry. The ISAN code is beginning to be a standard reference tool for identification of A/V works, used both in sales of physical support media and management of copyright in numerous countries worldwide.

At ARIBSAN, we are pleased to extend provision of our services to the large US market. Our objective is clear: to promote and extend circulation of the identification standard for audiovisual works - for major studio to independent productions, as well as products for television. The ISAN code enables improved management of audiovisual works and, through their precise identification, better results in the fight against piracy.

The ISAN code offers many advantages when managing copyright. The ease of identifying a work with the ISAN code benefits rights-holders when selling them through their catalogues, as it makes management of works within the sales chain more dynamic.

Thanks to having ISO certification for universal standards, the ISAN is the universal number which best serves to manage copyright of works inside and outside of the United States. Numerous rights management organizations in Europe use the code to identify the works belonging to the rights-holders they represent, making it an absolute requirement for copyright distribution.



Nonetheless, the main concern audiovisual sector rights-holders have at this time is the high rate of piracy occurring worldwide. One of the keys to successful pursuit of these illegal acts in the digital environment is precisely the adoption of technical measures to monitor the illegitimate use of material protected by intellectual property rights. While the ISAN code is not a means of security in itself, it is a very useful tool, thanks to the simple integration of the code into a work as a watermark, enabling a quick and efficient identification of works.

The new branch offices of ARIBSAN are located at 618 Trenton Drive, Beverly Hills, CA 90210. For any inquiry you have about ARIBSAN in general, you can write to: [correo@aribsan.org](mailto:correo@aribsan.org). For more information about ARIBSAN US, please contact Elvira Cano ([elvira.cano@egeda.com](mailto:elvira.cano@egeda.com)) and /or Soledad González ([soledad.gonzalez@egeda.com](mailto:soledad.gonzalez@egeda.com)).

