

Guidelines for using ISAN Identifiers and Graphics

Thank you for registering your audiovisual work with the Microsoft Studios ISAN Registration Agency. The ISAN identification system was developed as an aid to the audiovisual production community and is meant to provide unique and permanent identification of all audiovisual works. Each ISAN registered work has the following 4 components, which can be leveraged for content distribution:

- 1) ISAN Identification Number
- 2) ISAN Registration Record
- 3) ISAN 2-Dimensional Barcode Graphic (See below for more information)
- 4) ISAN Logo/Barcode Graphic (See below for more information).

ISAN Graphic Labels

Two graphic files are provided with each ISAN Registration. These graphics are intended to be printed on label stock and affixed to your work's physical media and packaging for distribution. ISAN utilizes a two-dimensional Datamatrix barcode symbology which is more compact and carries more information than traditional barcode formats. The intended function of each file is described below:

- 1) The large Logo/2D Barcode Graphic is designed to be affixed to media cases, labels, and documents (contracts, licenses, inserts).



- 2) The small 2D Barcode Graphic can be affixed to CD/DVD discs or other physical media. Do not use this barcode on the case or cover of a work.



Affixing the ISAN Identifier to a Work

Your ISAN ID number and/or graphics can be affixed to your content in the following ways:

- Printed on label stock and manually affixed to physical media or media cases.
- Printed on the commercial case or cover of a work.
- Screen-printed on the surface or burnt into the master and subsequent copies of disc-based works.
- Embedded as text or binary metadata in the file headers of various digital media formats.
- Embedded in an MPEG-2 transport stream (see ISO/IEC 13818-1:2000).
- Encoded as a dictionary element for video transmission (see SMPTE 336, RP210, RP214 and S291M).

For More Information

For additional information and technical guidance on various ISAN implementation methodologies:

- Obtain a free copy of the white paper: "[ISAN Implementation for Windows Media Technologies](#)" from the Microsoft website: <http://www.microsoft.com>
- Consult the ISAN standard documentation ([ISO 15706](#)), available from the International Standards Organization website: <http://www.iso.ch>
- Visit the ISAN International Agency Website: <http://www.isan.org>
- Contact the Microsoft Studios ISAN Registration Agency:

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