



## ISAN Frequently Asked Questions for Blu-ray Discs

### What are the ISAN requirements for Blu-ray Disc authoring?

Every Blu-ray Disc must have an ISAN code. The access restriction standard Advanced Access Content System (AACCS) adopted by Blu-ray requires an ISAN code in its Content ID.

### What is an ISAN?

ISAN stands for International Standard Audiovisual Number, and is the only standards-based content identifier for audiovisual content across physical, broadcast, online, and mobile distribution platforms. An ISAN number is a globally unique reference to a specific audiovisual work, similar to UPC codes used in retail and ISBN codes used for books. Precise content identification is crucial for the purposes of content discovery, asset management, consumption reporting, anti-piracy, licensing, and royalties and residuals processing.

There are two major types of ISAN codes: Base and Version. Base ISAN codes are used for feature films, episodic TV series, and other original audiovisual works. Version ISAN codes are used for variations of the original content including clips, dubs in other languages, alternate formats, trailers, and more.

### How much does an ISAN cost?

The cost to register ISAN codes depends on the quantity and type of ISAN codes purchased. The current rates as of the writing of this document are below. Please contact us at [sales@secpath.com](mailto:sales@secpath.com) for up to date pricing information.

Base ISAN Registration (Incl. Composite & Episodic)			Version ISAN Registration		
# Transactions Per Year		Per Unit Cost	# Transactions Per Year		Per Unit Cost
Low	High		Low	High	
1	100	\$ 30.00	1	1,000	\$ 3.00
101	1,000	\$ 20.00	1,001	10,000	\$ 2.00
1,001	10,000	\$ 10.00	10,001	100,000	\$ 1.00
10,001	50,000	\$ 5.00	100,001	500,000	\$ 0.50
50,001	100,000	\$ 2.50	500,001	1,000,000	\$ 0.25
100,001		\$ 1.00	1,000,001		\$ 0.10

### How do I purchase an ISAN?

Secure Path is the primary North American ISAN Registration Agency, and we offer ISAN registration services through our metadata management platform, MediaDNS™. ISAN codes can be registered through MediaDNS™ manually using a web-based form, in bulk by uploading a spreadsheet of titles, or programmatically through a web-services integration. How you plan to use MediaDNS™ will depend



largely on how many codes you need to register, with what frequency, and how you want to integrate ISAN into your workflow. Please contact us at [sales@secpath.com](mailto:sales@secpath.com) to get started with a MediaDNS™ account and to discuss what method is most appropriate for you.