



## **WHAT IS ISAN?**

The ISAN (International Standard Audiovisual Number) is a voluntary numbering and metadata system for the identification of audiovisual work and its related versions, including motion and animated pictures, short films, documentaries, trailers, video games, TV programs and productions, etc.

The ISAN number can be used to identify the audiovisual content, like a motion picture, that may be within an advertisement. The Ad-ID Code is used to identify the specific advertisement. Having both an ISAN and Ad-ID Code will provide the greatest opportunity for cross-promotion later in the life of the media asset, such as media re-purposing and international usage.

For more information, please go to [www.isan.org](http://www.isan.org).