

## IMZ STANDARDS

### ESTABLISHED INTERNATIONALLY BY EXPERTS FOR TODAY'S GLOBAL FILM MARKET

The **IMZ International Music + Media Centre** has published a **new set of Standards** designed to enhance the entire audio-visual sector and culture industry while acknowledging the perspectives of buyers, sellers, distributors and producers.

These Standards provide the necessary tools to thrive in an increasingly digital marketplace. Film producers, public + private broadcasters, distributors, streaming platforms and other industry players currently face concerns regarding licencing rights, safety + efficiency due to increased digitisation in the global content trade.

### SUPERIOR METADATA ADDS VALUE TO FILM ASSETS

The IMZ Metadata Standard establishes a unified format for content data sets. As the largest business network of audiovisual players at the intersection of performing arts + media, the IMZ International Music + Media Centre collaborated with its members to develop a Metadata Standard that makes it easier to browse + find the right asset (film/music file, literary piece, artistic work etc.), increasing content visibility and guaranteeing compatibility between buyers + sellers.

The **IMZ Metadata Standard** includes:

- **High-quality metadata** requirements that ensure simple, fast and cost-efficient content trade – less time spent on data maintenance
- **Streamlined + automated** data processing for faster, more efficient content trading
- **Facilitated browsing + searching** for content
- **Increased visibility** of assets

The IMZ Metadata Standard uses XML technology – proven to be sustainable, flexible and easily compatible with other systems.

### CONTENT-BASED ID: THE ISCC-CODE4FILM

Today, content transactions and storage are decentralized and need to be independently accessible. The internet is transitioning from an information network to a transaction network.

The IMZ International Music + Media Centre therefore decided to adopt, further develop and promote the ISCC (International Standard Content Code), establishing it as a second IMZ Standard.

The **ISCC code4film** is a content-based identifier that can create a means of identification for any artistic product: whether manuscripts, audio tracks or films, an artwork's intangible value will remain protected under any circumstances!

Marking any content longer than 6 seconds. each code is uniquely assigned, allowing the identification of digital assets regardless whether they have been altered in any way, even when edited or embedded into a compilation. For that reason, the ISCC potentially offers better protection than the ISBN, ISAN etc.

The ISCC is an **open-source solution** provided by the **non-profit oriented** ISCC Foundation. It can be installed for free on any server and generates an identifier sourced from the content itself (films, audio, text or other multi-media assets), as opposed to any sequential number assignment.

The ISCC code4film:

- **can be generated independently + instantly with the help of digital tools**
- **Is free** to use
- Can be issued **decentrally**
- Is a **fully unique** code + can be applied to any digital content

# EUROPEAN LICENCE LEDGER – A DIGITAL REGISTER FOR FILM LICENCES

The **European Licence Ledger** is another integral part of the new IMZ Standards: Similar to a land register, the European Licence Ledger digitally stores all data on asset ownership + licence rights.

The European Licence Ledger is non-profit and based on state-of-the-art blockchain technology, with decentralised storage ensuring full data security + control.

The European Licence Ledger will be an integral part of the IMZ's Content.Agent and:

- **Guarantee transparency** by providing confirmed ownership + rights information
- **Facilitate content trade** by displaying relevant information on Content.Agent, allowing buyers to always find the correct distributor
- **Strengthen security** as Content.Agent only features productions with a valid distribution licence.

In combination with the ISCC's film identifiers, the Licence Ledger will serve as a legal basis + prevent licence conflicts for snippets longer than 6 seconds.

The European Licence Ledger will document all ownership + licence information, including:

- Asset ownership
- Validity of rights
- Exclusivity (or lack thereof)
- Distribution rights holders
- Territories where rights are disputed, and those that are excluded

Learn more at: <https://standards.imz.at/>

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*The IMZ Standards are a product of the IMZ International Music + Media Centre, a global network dedicated to the promotion of performing arts through audiovisual media. With 150 IMZ Member Organisations around the world, the IMZ is committed to the sustainable advancement of the industry and bases its activities around four pillars: Market Access + Network, Professionalisation, Audience Development and Innovation + New Business Models*

[www.imz.at](http://www.imz.at)