

## **ISNI Aims & Objectives**

### **1. Our Vision**

ISNI is the globally recognized and adopted standard approved by ISO for the unique identification of public identities across all fields of creative activity.

### **2. Mission Statement**

The ISNI International Agency (ISNI-IA) is the Registration Authority appointed by ISO to operate and promulgate the ISNI standard throughout the world. ISNI-IA's core mission is to create and diffuse neutral, sharable, unique and disambiguated identification (identifiers and metadata) of public identities that can be used as bridge-identifiers by contributors to the ISNI database and system including libraries, rights management and trade organizations, and shared openly, effectively and globally.

ISNI-IA is charged with administering, governing and developing the ISNI database and services in response to the needs and requirements of all ISNI stakeholders. It aims to maintain ISNI's position as the leading entity for the identification of public identities across all fields of creative activities.

### **3. Core Values**

In implementing and promulgating the ISNI standard, ISNI-IA's Core Values commit it to:

- Implementing and maintaining the ISNI Standard
- Developing the ISNI database and the ISNI-IA service in innovative ways consistent with maintaining the integrity of the ISNI standard
- Maintaining the reliability of the data provided by the ISNI database
- Providing an excellent service to Registration Agencies (RAGs) and user communities and to being open and responsive to their needs
- Facilitating widespread diffusion of ISNI identifiers and core metadata
- Providing tools that offer easy access to the public's request for ISNIs at an affordable cost consistent with the RAND (Reasonable And Non Discriminatory) principle.

ISNI-IA works to achieve cooperation agreements with stakeholders where appropriate. Its approach to its stakeholders and customers is based on honesty, integrity, impartiality and offering a transparent and cost-effective service.

### **4. Purpose of ISNI**

ISNI is an ISO certified global standard for identifying the millions of contributors to creative works and those active in their distribution, including writers, artists, creators, performers, researchers, producers, publishers, aggregators and more. It is part of a family of international standard identifiers that includes identifiers of works, recordings, products and right holders in all repertoires, e.g. DOI, ISAN, ISBN, ISRC, ISSN, ISTC and ISWC. ISNI identifiers can be assigned to all parties that create, produce, manage, distribute or feature in creative content including natural, legal, or

fictional parties, and is essential to those working in the creative industries for quick, accurate and easy identification.

Inter alia, ISNI will serve the following key purposes or use cases:

- a. Act as a bridge-identifier across multiple domains for all sectors.
- b. Facilitate reliable royalty management services across all repertoires and throughout the value chain.
- c. Allow for more efficient discovery services spanning all domains.
- d. Provide an infrastructure for academics and researchers to establish their identity for the purpose of reputation management and communication of their output.
- e. Provide an infrastructure for organization identification to smooth and improve the functioning of the information supply chain.

By enabling faster rights clearance, ISNI will facilitate licensing of online services and legal access by the public to the content it wants. It will contribute to the evolution of library catalogues and to the diversification of library data use and reuse.

By sharing their data resources, ISNI participants including libraries, rights management and trade organizations will be co-operating to achieve high quality data and at the same time realise processing efficiencies.

By identifying contributors in all forms of content that are critical to researchers (including videos, recordings, novels, dissertations, journal articles, monographs, datasets and working papers), ISNI will not only help the researcher, but will offer clear benefits to stakeholders in the research community, including libraries, publishers, granting agencies and universities.

By unambiguously identifying organizations in the information supply chain, it will enable more efficient diffusion of and linking to electronic and non-electronic works, thus facilitating retrieval and access.