

**Media Release**

For immediate release

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**International-award winning film *The Black Balloon* signs up for ISAN**

Screenrights, the audio-visual copyright society and ISAN Australasia are pleased to announce the use of an ISAN (International Standard Audiovisual Number) for the new Australian film *The Black Balloon*, enabling increased accuracy in managing rights, collections and payments. Directed by Elissa Down, *The Black Balloon*, being released nationally on today by Icon Film Distribution, will carry the internationally adopted unique identifying number, the ISAN.

ISAN is a unique identifier, like the ISBN for books, which gives filmmakers an unique means to identify their works in varying versions in a global digital environment. The FFC requires all financed projects to obtain an ISAN.

Darryl Robinson, Business Development Manager for Australasia-isan says "ISAN registration for all projects big and small will help them in the rapidly developing age of digital distribution. ISAN is proud to support such a well crafted and acclaimed Australian film."

Screened as the opening night film for the Generation14 Plus section of the Berlinale film festival, 2008, *The Black Balloon* won The Crystal Bear for the best feature-length film in the Youth Jury section. Starring Rhys Wakefield, Gemma Ward, Luke Ford, Erik Thomson and Toni Collette (*Little Miss Sunshine*, *Muriel's Wedding*) *The Black Balloon* is funny and ultimately heart-warming story about fitting in, discovering love and accepting your family. "We were very moved by the close to life story portraying the everyday life of an extraordinary family in this film," the judges of the Berlinale said.

Executive Producer, Sally Cheshier says, "We are proud of this great Australian film. It is a film that will make you laugh and cry. The film has been remarkably well received by audiences overseas and we look forward to the film having a long life here and in foreign markets. The film is registered for ISAN and we believe it will enhance its opportunities in the digital distribution environment."

To find out more about ISAN and how it can work for you and your productions, visit: **[www.australasia-isan.org](http://www.australasia-isan.org)**

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