

# Party Identification: How ISNI Serves Creative Ecosystems

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# ISNI - identifying public personas

- International Standard Name Identifier - ISO standard 27729
- Identifying 'parties', or more generally, the public 'personas' of persons or organizational units
- Target: contributors to creative works and those active in their distribution or exploitation, very broadly defined
- Thus:
  - Natural persons, pseudonyms, noms de plume, stage names ... totalling just over 11 million identities to date
  - Organizations, units thereof, brand names like imprints, music labels, film studios, ... about 1 million entities to date

# What are ISNIs for?!

- Resolving problems of name ambiguity in search & discovery
- Attributing published works accurately to their creators
- Acting as a robust bridge identifier across multiple schemes and domains
- Thus becoming a critical component in linked data and semantic web applications

# Yes, but practical uses .. ?

- Identify rights-holders
- Protect rights and their management
- Assist in royalty collection and distribution
- Support scholarship
- Help clarify questions of attribution
- Aid cleanup & enhancement of databases
- Act as bridge ID to facilitate cross-walks

# Features of an ISNI ID

- The ISNI assigned to a particular persona should be:
  - Unique
  - Persistent
  - Expressed in a standard format
    - ISNI: 0000 0001 2135 1334 - Jean Sibelius
  - Accompanied by a minimum basic set of metadata to enable disambiguation
- Additionally, it should:
  - Have its sources of provenance clearly defined
  - Be capable of enrichment with further, extended metadata

# Information contributed to ISNI

- ISNI assignments based on hundreds of authority files and databases worldwide
- Assertions of identities are matched and rated algorithmically
- Primary role played by ISNI Member organizations and ISNI Registration Agencies
- Smaller proportions start with self-registration by individuals and small independent players

# ISNI's Membership

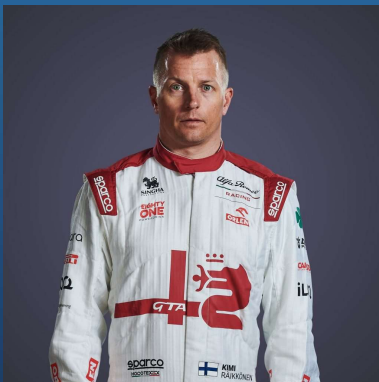
- Currently 64 member organizations, and growing
- 33 regular or founding Members
- 31 Registration Agencies or 'RAGs'
- Located so far in 23 countries
- But coverage is world-wide
- Primary areas of interest:
  - Libraries, Library vendors/service providers, Music, Publishers & publishing-related, Rights, collections and related
- Here are some of them ...

# ISNI crossing genres in Finland and beyond

- Erja Lytinen - [ISNI: 0000 0000 7880 9329](#)



- Kimi Räikkönen - [ISNI: 0000 0004 4890 8085](#)





# To find out more ...

- Check out the ISNI website: <https://isni.org>
- Contact the ISNI International Agency: [tim@editeur.org](mailto:tim@editeur.org) or [info@isni.org](mailto:info@isni.org)
- Sign up for our newsletter ISNI News

