



representing the  
recording industry  
worldwide

## Application for Appointment of National ISRC Agencies

### BACKGROUND

Since its appointment in 1989 as the International Registration Authority for the International Standard Recording Code (ISRC) by ISO (International Organisation for Standardisation), IFPI Secretariat has appointed 48 national ISRC Agencies. A complete list of these is available at [www.ifpi.org](http://www.ifpi.org)

Having read and agreed to the IFPI Procedure for Appointment of National ISRC Agencies, please complete the following form.

Once completed please return the form to the International ISRC Registration Authority (IFPI Secretariat) at [isrc@ifpi.org](mailto:isrc@ifpi.org) or fax +44 (0) 20 7878 7950 marked for the attention of Rosemary Nolan.

### PART 1 – CONTACT INFORMATION

Contact Person	Gumilang Ramadhan
Organisation	ASIRI (Sound Recording Industry Association of Indonesia)
Full Address	DEA Tower 1, Mezzanine Floor MZ-01 Jalan Dr. I Ide Anak Agung Gde Agung kav E.3.2 No.1, Kawasan Mega Kuningan Jakarta Selatan – 12950 INDONESIA
Telephone	62-21-5762648
Fax	62-21-5762649
Email	<a href="mailto:Gumilang.ramadhan@asiri.co.id">Gumilang.ramadhan@asiri.co.id</a> , <a href="mailto:ventha@asiri.co.id">ventha@asiri.co.id</a>
Website	<a href="http://www.asiri.co.id">www.asiri.co.id</a>

### PART 2 – RATIONALE FOR APPOINTMENT

Provide a concise reason why your organisation should be appointed as the National ISRC Agency for your country.

1. ASIRI established since 1978 as the official sound recording association in Indonesia.
2. At the present, ASIRI has 65 label companies with independent and major labels as our members. Our member hold 80% of market size in Indonesia, so we have good visibility and reach within the Indonesian music industry.
3. ASIRI has experience in administering industry solutions, due to its role in the administration of the Indonesian government-led VAT sticker scheme for physical products.

IFPI Secretariat  
10 Piccadilly  
London W1J 0DD  
United Kingdom

Tel: +44 (0)20 7878 7900  
Fax: +44 (0)20 7878 7950  
e-mail: [info@ifpi.org](mailto:info@ifpi.org)  
website: [www.ifpi.org](http://www.ifpi.org)

### **PART 3 – CAPACITY TO FULFIL THE ROLE**

Why do you feel that your organisation can fulfil the role of National ISRC Agency? What will you do to ensure the full implementation of the ISRC system in your country?

1. Our association has 36 years' experience in the music industry.
2. We are the founder of MLC in Indonesia.
3. As the stake holder in music industry in Indonesia, we have a good relationship with the Indonesian government. Our government always includes ASIRI in any discussion about the music industry especially in the new copyright bill drafting.
4. ASIRI is well positioned to lead the implementation of ISRC in Indonesia and has the resources and support of industry to prepare for ISRC in the long term, and fully implement ISRC for all recordings after appointed as National ISRC Agency.

The company has technological tools and human resources to ensure a transparent and efficient administration. We are confident that the work as National ISRC Agency will be managed carefully and responsibly.

In concordance with the requirements of ISO and of the International ISRC Agency upon National ISRC Agencies, if appointed ASIRI will:

- A. Inform all producers in Indonesia about the ISRC system and its benefits and promote its use;
- B. Use best endeavours to ensure that all tracks of digital recordings issued by producers 1 year after the approval, have an ISRC number;
- C. Inform all producers of the national Country Code ID, as per ISO 3166;
- D. Allocate Registrant Codes to all producers and inform them of their codes;
- E. Ensure that all tracks originated in Indonesia are assigned ISRC numbers by the producer;
- F. Provide producers with guidelines on the practical implementation of the ISRC system and resolve operational problems in liaison with the International Registration Authority (International ISRC Agency) to prevent inconsistencies;
- G. Keep a record of all Registrant Codes and to which companies they were allocated in accordance with ISO 3901;
- H. Act as a controller and arbitrator for all ISRC matters in Indonesia;
- I. Report, once a year, to the International Registration Authority (International ISRC Agency) on the implementation of ISRC in Indonesia;
- J. When possible, act as a repository for information on sound recording identification and ownership in Indonesia.

ASIRI recognizes that International standard recording code handbook ([http://www.ifpi.org/content/library/isrc\\_handbook.pdf](http://www.ifpi.org/content/library/isrc_handbook.pdf)) is the common standard for ISRC implementation and ASIRI will follow through to implement and support the ISRC system in Indonesia.