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First Global Talent ID Registry For Performing Arts & Sports Talent Launches

HAND (Human and Digital) enables efficient talent discoverability, royalty collection and revenue tracking through use of unique persistent ID for both real and virtual worlds

New York, NY, September 09, 2022 – The first global Talent ID registry for efficient discoverability, royalty collection and revenue tracking of Performing Arts and Sports launched today in conjunction with the annual International Broadcasting Conference (IBC), held in Amsterdam, NL.

[HAND \(Human and Digital\)](#) is a B2B Talent ID registry that assigns a standard, unique, persistent and verifiable ID to talent. It enables distribution cost savings and production revenue acceleration by automating the process of talent utilization identification – including name, image and likeness – in both real world and virtual productions. The HAND ID can be used to identify legal-entity Humans, licensed Virtual Humans and Fictional Characters in Performing Arts and Sports.

HAND, founded by Will Kreth, CEO and former Executive Director of EIDR (Entertainment ID Registry, a universal identifier system for movie and television assets), offers automation and interoperability for workflows – driving down costs and accelerating time-to-value. The HAND ID is a SaaS-based, B2B focused Talent ID standard, built on the ISO-level Digital Object Identifier (DOI) handle system. It is the first DOI member since DOI was founded in 1998 to be allowed to create DOI handles for Humans, Virtual Humans and Fictional Characters.

“The entertainment industry is still using manual matching at every step of the digital distribution chain to get the correct talent names attributed to their creative royalties, participations, residuals, sync and licensing deals so the right talent can get paid,” says Kreth. “Not only does this friction result in unpaid royalties due to the right talent not being identified, but it also increases the risk of fraud and identity theft due to reliance on unencrypted Social Security numbers to confirm Talent identification for payment processing.

“As the first Talent ID designed with the business & IP needs of Hollywood and sports federations in mind, the HAND ID brings 21st Century supply-chain automation to an industry that has been talking about it for years. And as future revenue potential for top-level Talent undoubtedly includes Virtual participations, HAND IDs are both ‘Metaverse ready’ and

'Blockchain ready' - enabling Attribution, Provenance, and Chain-of-Custody to the future of Smart Contracts – attestations of authenticity that matter across the value chain.”

“[Fabric](#) Data looks forward to the arrival of HAND’s Talent ID as a ubiquitous standard,” said Rob Delf – CEO of Fabric Data (and founder of Rightsline) – a provider of title catalog enrichment & localization tools to major film studios & TV networks. “As a Beta tester, we’ve already begun to include them in our metadata workflows. This is a great move for the industry to get aligned around the value of global, persistent talent ID’s in media & entertainment.”

“The DOI Foundation is delighted to welcome HAND (Human & Digital) as our newest member,” said Jonathan Clark, Managing Agent of the DOI Foundation. “It’s been an exciting time to have witnessed the growth of the DOI System into new areas of persistent, unique identification in the sciences, movies, and the built environment. The extension to talent identities in performing arts and sports with HAND is yet another positive development.”

“Identity management is a huge need in the media industry,” said Bruce Devlin - SMTPE Fellow & emeritus VP of Standards, Mr. MXF founder, and Chief Media Scientist at Dalet. “It’s great to see a group trying to figure out how to manage the identity of a talented person, their virtual persona, and the characters they create in a way that benefits themselves and production workflows. I’ll be paying close attention to HAND.”

Based on a SaaS subscription model, HAND is a B2B Talent ID Registry focusing on Talent (not User) Identity. HAND offers both paid API-level access to subscribers and a manual Web UI that is free to search for a limited number of HAND Talent IDs per day. The HAND ID was designed for use by entertainment producers and distributors; PROs, Talent Guilds and Sports Federation Leagues; Talent Agencies; Talent Payment processors and digital platforms.

The HAND ID is currently available in a limited, invitation-only Beta. For more information, visit www.handidentity.com .

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About HAND

Founded in January 2022, NYC-based HAND (Human & Digital) is the first human Talent ID Registry under the Digital Object Identifier (DOI) Foundation (an ISO standard). Using the power of Citation-Backed Notability™ – HAND provides automation value to global supply-chains via the instantiation of persistent, unique, resolvable IDs for legal-entity Humans, licensed Virtual Humans and Fictional Characters in Performing Arts and Sports.