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DOI Foundation Approves HAND (Human & Digital) for Registration Agency Membership

Global B2B talent registration agency enables efficient identity monetization and privacy compliance for performing arts and sports in real and virtual worlds.

New York, NY, February 21, 2023 – The Digital Object Identifier (DOI) Foundation (www.doi.org) today announced that it has approved HAND (Human & Digital) for full membership as an official DOI Registration Agency.

HAND (Human & Digital) is the first global B2B Talent ID registry built for the efficient discoverability, royalty collection, revenue tracking, and privacy compliance needs of performing arts and sports talent identity in real & virtual worlds.

The DOI Foundation, created in 1997, supports the needs of the intellectual property community in the digital environment through development and promotion of the DOI (Digital Object Identifier) System as a common infrastructure for persistent unique identification.

HAND (Human & Digital) was developed to address the need for a global Talent ID system for quantifiably notable performing arts and sports talent (i.e. - legal-entity Humans, licensed Virtual Humans and Fictional Characters), making it easier for businesses to search, track rights and report revenue based on a unique Talent ID - whenever and wherever they may appear. HAND can help increase the accuracy of information flowing to rights holders, lower costs, aid legal privacy compliance, and make possible interoperable, automated workflows across the talent ecosystem.

The development of the registry comes as millions of new creative and talented individuals join the massive amount of talent available in performing arts and sports each year. With the growth of digital distribution, and virtual world character appearances of licensed human talent identities, keeping track of all of these talented individuals' monetizable participations is becoming an increasingly complex task for businesses in the media supply chain. Additionally, new privacy laws like California's CPRA ([California Privacy Rights Act](#) - effective January 1, 2023) make it critical that companies not use PII (personally identifiable information; e.g. - Social Security numbers) in business and transactional workflows.

“Most companies today are either using proprietary or disparate organic systems to catalog their Talent Identities of record, making the process of tracking talent across multiple systems difficult,” said Will Kreth, CEO, HAND (Human & Digital). “HAND can provide the missing communication link between businesses - with machine-readable Talent IDs that are free to resolve in an automated method, at scale, and in perpetuity. We look forward to expanding HAND (Human & Digital) subscriptions to companies throughout the global talent ecosystem, which we think is critical to the success of the effort.”

Subscribers to HAND (Human & Digital) will have open access to the registry and/or be able to supply their talent to the registry for identification. For content distributors, access to unique Talent IDs will help eliminate confusion between talent with the same name, helping to ensure that the right talent information is being distributed to the consumer. For content producers, the ability to

register all of their talent (both on and off the stage, set, or field) will help simplify their post-production process. Other companies in the supply chain can benefit from a streamlined, more accurate communication process between their business partners, suppliers and distributors.

The Talent IDs within HAND (Human & Digital) will function similarly to UPC codes that are used to identify physical packaged goods and the ISBN code for books. The registry will catalog and assign a single, unique unit of identification — and can be used for legal-entity Humans, licensed Virtual Humans and Fictional Characters in Performing Arts and Sports supply chain. “The DOI Foundation is delighted to welcome HAND (Human & Digital) as our newest Registration Agency,” said Jonathan Clark, Managing Agent of the DOI Foundation. “As the DOI System has grown into new areas of persistent, unique identification - in the sciences, movies, and built environment - this extension into talent identities in performing arts and sports of HAND's is yet another positive development.”

“With the growth of Generative AI & the appearance of ‘deep fakes’ in media and entertainment, the need to have an industry-guided Talent ID Registry has never been more essential,” said Bruce Devlin, SMTPE Fellow & emeritus VP of Standards, Mr. MXF founder, and Chief Media Scientist at Dalet. “From script to camera to edit to screens to archive — that ability to know and automate the verified identity, provenance, and chain-of-custody of notable talent – on the set and in each shot – as well as their stunt doubles, their virtual avatars, every animated fictional character, and every licensed permutation - that's the kind of resolvable, key identity metadata we'll be needing in production workflows for years to come. I'll be paying close attention to HAND.”

Registry Details

Currently in Beta, the HAND Talent ID registry is expected to be available to subscribers in mid-2023. HAND (Human & Digital) will also provide a set of APIs for developers of third-party applications and services, such as ID resolution, workflow integration, reporting, and enhanced metadata. The registry is a database that utilizes a sophisticated de-duplication system to ensure objects are registered under a unique ID. The registry welcomes the participation of stakeholders in the international entertainment media, performing arts, and sports data/metadata distribution ecosystem. Companies interested in applying for early access to HAND's Beta Partner Program and registry APIs can connect via <https://www.handidentity.com> or at contact@handidentity.com

About the DOI Foundation

The DOI Foundation was created in 1997 and supports the needs of the intellectual property community in the digital environment, by the development and promotion of the DOI (Digital Object Identifier) System. The Foundation is a registered not-for-profit organization, controlled by an Executive Board elected by the members of the Foundation. An ISO standard since 2012, (ISO 26324:2022), the registry currently resolves unique IDs at a rate of more than 1.3B monthly, from 308+ MM DOIs, currently assigned through twelve (12) global Registration Agencies.

About HAND (Human & Digital)

Founded in January 2022, NYC-based HAND (Human & Digital) is the first 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, and free-to-resolve IDs for notable legal-entity Humans, licensed Virtual Humans and Fictional Characters in Performing Arts and Sports. More information about HAND (Human & Digital) can be found at <https://www.handidentity.com>