



# Legal Watch

## GLOBAL CREATOR ID SYSTEM



Photo Credit:  
IPOPHL Official Website

### SUMMARY

IPOPHL, in collaboration with the Department of Trade and Industry (DTI), has operationalized a global creator identification framework anchored on the International Standard Name Identifier (ISNI) system, marking a material development in the institutionalization of rights attribution for Filipino creatives in cross-border markets. The initiative situates identification as a foundational layer of intellectual property (IP) infrastructure, addressing persistent inefficiencies in authorship verification, metadata fragmentation, and royalty allocation across digital ecosystems.

ISNI functions as a unique identifier (“digital passport”) assigned to individual creators, enabling interoperability across international databases, content platforms, and rights management systems. From a legal and commercial standpoint, this mitigates attribution risk, reduces ambiguity in ownership claims, and facilitates more efficient tracking of usage and corresponding remuneration.

The rollout further reflects alignment with the Philippine Creative Industries Development Act, which recognizes the creative sector as a strategic economic driver and underscores the need for scalable IP frameworks. IPOPHL’s designation as an ISNI registration agency, coupled with subsidized or free registration initiatives, lowers structural barriers for creators while embedding them within globally recognized attribution systems. Notably, ISNI integration with established international platforms (including publishing and streaming databases) enhances the discoverability and monetization potential of Filipino works, while reinforcing compliance with international rights management standards.

#### \* Agency Name

Intellectual Property Office of the Philippines (IPOPHL)

#### \* Issuance Title

IPOPHL rolls out global creator ID system with DTI support to boost international visibility of Filipino artists

#### \* Issuance Date

17 April 2026

#### \* Link

<https://www.ipophil.gov.ph/news/ipophil-rolls-out-global-creator-id-system-with-dti-support-to-boost-intl-visibility-of-filipino-artists>





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### ACTIONABLE ADVICE

Creators and stakeholders should promptly secure ISNI registration and incorporate the identifier into their legal and commercial documentation, including licensing agreements, distribution arrangements, and metadata submissions, to ensure consistent attribution across platforms and jurisdictions, otherwise they risk fragmented attribution, misallocation of royalties, and weakened enforceability of ownership claims across jurisdictions. ISNI should be deployed in tandem with formal copyright registration to strengthen both ownership substantiation and enforceability.

From a risk management perspective, parties should standardize naming conventions and audit existing catalogs to align with ISNI-linked metadata, thereby minimizing attribution disputes and leakage in royalty streams. Additionally, stakeholders are advised to integrate ISNI considerations into due diligence and contract negotiation processes, particularly in transactions involving catalog acquisitions, publishing rights, or cross-border exploitation, to ensure accurate identification of rights holders and streamline revenue allocation.

