Spiele-Autoren-Zunft e.V.
Game Designers Association

Guide

International Standard Name Identifier (ISNI)

ISNI is the global standard number for identifying the millions of contributors to creative works and those involved in their distribution, including authors, visual creators, artists, performers, inventors and others. Its main purpose is to distinguish between creators with the same name and to clearly identify their published works.

We therefore recommend that all game designers register as authors with an ISNI. Registration is currently available in German, English and Portuguese. It costs a one-time fee of €5.00 (PayPal or credit card) and can be easily completed online.

Before registering, you should **check** whether an ISNI already exists for you, which may have been created by a publisher. This may be the case if the publisher has registered its games with the *VLB (Verzeichnis Lieferbarer Bücher, Directory of Available Books)*.

Link: **To register as an author**

When registering, you first enter the details for the registration invoice and your personal details as an author. The address details are only required for the invoice and are not stored with the ISNI data. You can enter as many titles as you like under publications. The EAN is also requested. To do this, click on ISBN/GTIN when selecting the number. *GTIN (Global Trade Item Number)* is the new name for EAN and is used worldwide; *ISBN (International Standard Book Number)* is used *for* books. If a work does not have such an international product number (e.g. promotional games), this information can be omitted. If you have many titles, we recommend that you create a list with titles and GTIN (EAN code) in advance so that you can then type them into the online form. This is faster and prevents the registration process from being interrupted.

to fill

Additional information:

- **Corrections and additions:** You can also add to this list later via the feedback link in the international database at *isni.org*. Unfortunately, this is not very convenient: First, call up your entry using the search function. The feedback link is at the bottom of the page. Then click on the yellow field labelled "Please help us ...". In the "Your comment" field, enter the heading "**Further** items" followed by additional titles and the respective GTINs, separated by commas. You can also copy and paste from a prepared list.

- **Pseudonym:** If you (also) use a pseudonym, you can create a separate (additional) ISNI for the pseudonym.
- **Collected works:** Authors in collected works under one editor also enter the title with ISBN or GTIN. The same applies to co-authors, of course.
- **ISNI to publishers:** We recommend that you send the ISNI to all publishers who currently have your works in their catalogue and that you include the ISNI in future new contracts. We have also added this information to our sample contract. Some publishers, such as Ravensburger, have already announced that they will make it mandatory to include the ISNI in their contract data.

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What are the benefits of registering for an ISNI?

1. **Global author directory.** Your name is registered worldwide in the ISNI database as the author, can be used by other databases and platforms for extended offers, and can be used internationally for research.
2. **Expanded offerings and work listings.** Such expanded offerings are provided, for example, by the VLB and VLB-TIX platforms. The VLB is a catalogue of the German book trade, while VLB-TIX is an expanded marketing platform that provides additional information on individual titles. When publishers register titles with the VLB, all titles by the corresponding authors can be accessed there with a click of the mouse, provided they are also listed with the VLB. This increases the visibility of the authors. In future, author profiles are also planned, which can be entered by publishers to further support the visibility of individual authors in the trade.

   Publishers who are customers of the VLB will have a financial advantage in future if they also provide the authors' ISNI when submitting product metadata.

   Currently, however, only a few game publishers are customers of the VLB, which means that this benefit is currently only available to a very limited extent – and basically only to VLB customers (bookshops and publishers), but in the future, game authors will also benefit from this presence. In this respect, we are also encouraging more game publishers to use the VLB to strengthen their presence in the increasingly important sales channel of "bookshops".
3. **VG WORT.** In future, VG WORT will also use the ISNI database to determine library royalties, for example to clearly identify authors in cases where attribution is unclear.
4. **Game database.** In the future, we also plan to assign game designers to the brettspiele.digital database so that all works by the respective author can also be assigned there. Our goal is for this database, for example, with the archive behind it in Altenburg, to be officially recognised and institutionally supported so that it can also serve as a comprehensive database for VG WORT when distributing library royalties.

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Publisher and © 2026 Spiele-Autoren-Zunft (SAZ), Friedhofstr. 1, 68623 Lampertheim
office@spieleautorenzunft.de