

## Guidelines for IPTC usage

Use the following fields to describe the media.

### Location descriptions

#### City (legacy)

Name of the city the content is focussing on – either the place shown in visual media or referenced by text or audio media. This element is at the third level of a top-down geographical hierarchy.

#### Country (legacy)

Full name of the country the content is focussing on. This element is at the top/first level of a top- down geographical hierarchy. The full name should be expressed as a verbal name and not as a code, a code should go to the element "Country Code"

#### Country Code (legacy)

Code of the country the content is focussing on. This element is at the top/first level of a top-down geographical hierarchy. The code should be taken from ISO 3166 two or three letter code. The full name of a country should go to the "Country" element.

#### Province or State (legacy)

Name of the subregion of a country – either called province or state or anything else – the content is focussing on. This element is at the second level of a top-down geographical hierarchy.

### Media descriptions

#### Headline

A brief synopsis of the caption in English.

#### Description

A textual description in English, including captions, of the item content.

#### Keywords

Keywords to express the subject of the content. Keywords must be in English and separated by semicolon or comma.