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**Chapter 05: Naming Guidelines for Video and Audio for the Web of Procedural Manual for UNICEF Division of Communication (DOC) Web With User Guidelines.**Date Created  
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## Section 1:

In-House Video and Audio Clips (produced at NYHQ, originating from video and audio material that have been indexed by broadcast and have been assigned a unique project number).

### Video:

#### ■ For .rm files:

**[project number]l/h\_[clip sequence number][description].rm**

where:

- **[project number]** is project number assigned to video project by broadcast (i.e. 4019 for Commercial Sexual Exploitation footage)
- **l/h** indicates if the clip is low (l) or high (h) bandwidth [NOTE: the lowercase l (L) may resemble the number 1 (one)]
- **[clip sequence number]** is the sequence number of a clip within one project (i.e. for project number 4019, the first high bandwidth clip that goes up will be named 4019h\_1[description].rm, the second clip that goes up will be named 4019h\_2[description].rm, etc.)
- **[description]** is a web clip title that will be assigned by broadcast along with a particular project number, with a maximum of 15 alphanumeric characters in length.

The filename must be in **lowercase**.

#### ▪ For clips that are in languages other than English:

**[project number]l/h\_[clip sequence number][description]\_[language code].rm**

where

**[language code]** is two letter language code (see table below)

French	_fr
Spanish	_sp
Russian	_ru
Chinese	_ch
Arabic	_ar

#### ■ For .ram files:

The filename must be in **lowercase**.

Naming for the **.ram file** will be the same as the **.rm file**. For example, if your **.rm** file is called **4019h\_1csec.rm** the name of your corresponding **.ram** file would be **4019h\_1csec.ram**

### Audio (mp3):

The filename must be **lowercase**.

If the file has a project number assigned by broadcast:

**[project number]\_[description].mp3**

where

- **[project number]** is project number assigned to audio project by broadcast
- **[description]** is a web clip title that will be assigned by broadcast along with a particular project number, with a maximum of 15 alphanumeric characters in length

**NOTE:** If the file does not have an assigned project number, please follow guidelines under Section 2.

## Section 2:

Outside Video and Audio Clips *or* all clips without a project number at NYHQ (produced in the field or by outside partners, whereby there is no project number assigned through broadcast)

### Video:

- For .rm files:

**[2-letter country code][last two digits of year produced in]l/h\_[description].ram**

where:

- **[2-letter country code]** is unique code per country as defined by ISO on <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html>
- **[last two digits of year produced in]** is 04 for 2004
- **l/h** indicates if the clip is low (l) or high (h) bandwidth [NOTE: the lowercase l (L) may resemble the number 1 (one)]
- **[description]** is a meaningful, descriptive web clip title assigned by the clip's producer, with a maximum of 15 alphanumeric characters in length

For example, a final high bandwidth clip produced in Afghanistan on start of school in 2004 can be named as follows:

**af04h\_schoolstart.rm**

The filename must be in **lowercase**.

- **For clips that are in languages other than English:**

**[project number]l/h\_[clip sequence number][description]\_[language code].rm**

where

**[language code]** is two letter language code (see table below)

French	_fr
Spanish	_sp
Russian	_ru
Chinese	_ch
Arabic	_ar

**■ For .ram files:**

The filename must be in **lowercase**.

Naming for the **.ram file** will be the same as the **.rm file**. For example, if your .rm file is called **af04h\_schoolstart.rm** the name of your corresponding .ram file would be **af04h\_schoolstart.ram**

**Audio (mp3):**

The file name must be lowercase.

The file name should follow the following formula:

**[2-letter country code][last two digits of year produced in] \_[description].mp3**

where:

- **[2-letter country code]** is unique code per country as defined by ISO on <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html>
- **[last two digits of year produced in]** is 04 for 2004
- **[description]** is a meaningful, descriptive web clip title assigned by the clip's producer, with a maximum of 15 alphanumeric characters in length

NOTE: Audio produced at NYHQ without a project number, should use this naming convention, with US as country code (i.e. **us04\_darfurclaycomb.mp3**)

**For clips that are in languages other than English:**

**[project number]l/h\_[clip sequence number][description]\_[language code].rm**

where

**[language code]** is two letter language code (see table below)

French	_fr
Spanish	_sp
Russian	_ru
Chinese	_ch
Arabic	_ar

### Section 3: Examples

#### 1. Video

NOTE: these are sample project numbers and descriptions, and do not correspond to actual projects.

Description	.rm file name	.ram file name
Video in <u>English</u> created at NYHQ on HIV/AIDS and young people (where the project number and description has been set by broadcast prior to production), <u>second</u> out of a sequence of 4 videos with the same project number and same description	Low Bandwidth: 4036l_2hivaidsyp.rm  High Bandwidth: 4036h_2hivaidsyp.rm	Low Bandwidth: 4036l_2hivaidsyp.ram  High Bandwidth: 4036l_2hivaidsyp.ram
Video in <u>Spanish</u> created at NYHQ on HIV/AIDS and young people (where the project number and description has been set by broadcast prior to production), <u>second</u> out of a sequence of 4 videos with the same project number and same description	Low Bandwidth: 4036l_2hivaidsyp_sp.rm  High Bandwidth: 4036h_2hivaidsyp_sp.rm	Low Bandwidth: 4036l_2hivaidsyp_sp.ram  High Bandwidth: 4036h_2hivaidsyp_sp.ram
Video in <u>Arabic</u> created at NYHQ on HIV/AIDS and young people (where the project number and description has been set by broadcast prior to production), <u>third</u> out of a sequence of 4 videos with the same project number and same description	Low Bandwidth: 4036l_3hivaidsyp_sp.rm  High Bandwidth: 4036h_3hivaidsyp_sp.rm	Low Bandwidth: 4036l_3hivaidsyp_ar.ram  High Bandwidth: 4036h_3hivaidsyp_ar.ram
Video in <u>English</u> created by UNICEF Afghanistan on HIV/AIDS and young people (where there is no project number registered in broadcast as this is an external video, and the description has been set by the producer – namely UNICEF Afghanistan)	Low Bandwidth: af04l_yphivaids.rm  High Bandwidth: af04h_yphivaids.rm	Low Bandwidth: af04l_yphivaids.ram  High Bandwidth: af04h_yphivaids.ram
Video in <u>French</u> created by UNICEF Rwanda on HIV/AIDS and young people (where there is no project number registered in broadcast as this is an external video, and the description has been set by the producer – namely UNICEF Rwanda)	Low Bandwidth: rw04l_yphivaids_fr.rm  High Bandwidth: rw04h_yphivaids_fr.rm	Low Bandwidth: rw04l_yphivaids_fr.ram  High Bandwidth: rw04h_yphivaids_fr.ram

## 2. Audio

NOTE: these are sample project numbers and descriptions, and do not correspond to actual projects.

Description	.mp3 file name
Audio in <u>English</u> created at NYHQ on HIV/AIDS and young people (where the project number and description has been set by broadcast prior to production).	4036_hivaidssyp.mp3
Audio in <u>Chinese</u> created at NYHQ on HIV/AIDS and young people (where the project number and description has been set by broadcast prior to production).	4036_hivaidssyp_ch.mp3
Audio in <u>English</u> created by UNICEF Afghanistan on HIV/AIDS and young people (where there is no project number registered in broadcast as this is an external audio, and where the description has been set by the producer – namely UNICEF Afghanistan).	af04_youngpeoplehiv.mp3
Audio in <u>French</u> created by UNICEF Rwanda on HIV/AIDS and young people (where there is no project number registered in broadcast as this is an external audio, and the description has been set by the producer – namely UNICEF Rwanda). <i>NOTE: In this example, the description is also in French, although the preferred language for descriptions is English, regardless of the language the actual clip is in.</i>	rw04_jeunesetsida_fr.mp3