Localization in Language and Region tags
Which to use?

This practice defines when to use Region, Language or both.

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REVISION HISTORY

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1   WHICH TO USE: LANGUAGE, REGION OR BOTH

So, you're going to release to a new territory and need to encode Region and Language parameters. Typically, you're dealing with Common Metadata/MEC's LocalizedInfo. LocalizedInfo has both language (as the attribute @language) and territory (as the element Region). You can only have one language, but multiple territories.

You'll notice that language tags can also include region. This is highly relevant but also somewhat deceptive. We'll describe correct usage in this paper.

For reference, we have Best Practices for Language and Region encoding here: http://www.movielabs.com/md/practices/. Please refer to those for details on encoding.

1.1 When to use Language

You use language when text or audio is specific to a language. And, you should be as specific as you need to be to differentiate versions.

For example, if you are publishing metadata and have different text for the UK and US (e.g., 'behavoiur' vs. 'behavior'), you would set the BasicMetadata/@language to 'en-GB' or 'en-US' accordingly. The most common practice is to use 'en' for the most common dialect and be specific for the others. That is, if en-US is the default English, use 'en' for US English and 'en-GB' for UK English.

A very common specific localizations are "fr-FR" and "fr-CA" to differentiate France French and Québécois. You'll also typically use 'es-419' for Latin American Spanish, although 'es-ES' would be used for Spain Spanish.

In summary, do this:

- If you are releasing one version of a language (e.g., English) worldwide, a region-less language tag is sufficient (e.g., 'en').

- If you have localized English to a specific territory (e.g., "en-US" or or "en-GB") you should use the specific localization.

Note that the @language value in LocalizedInfo applies worldwide, even if there is a regional element. 'en-GB' will likely be picked up in Africa, while 'en-US' would be the version of choice in Canada.

1.2 When to use Region

Region is used to differential cultural or regional-marketing specific to a territory. Artwork might feature a local actor more prominently. Images might reflect local cultural norms. Titles and synopsis might be worded to be more suitable to a territory. Or, they might be simply different in territories (e.g., "*Harry Potter and the Sorcerer's Stone*" in the US and "*Harry Potter and the Philosopher's Stone*" in the UK).

Therefore, when content is applied specifically to a territory, use the Region tag. Note that there can be multiple instances if localization applies across territories.

1.3 When to use Both

The simple answer is to use both then they both apply. For example, with the Harry Potter example, the titles are territory specific, and the text is in the respective dialects.

When only one applies, use only that one. If the language is the same, but the metadata is localized to a given territory, use only Region. If the language is not used because it's specific to a territory, use only @language.