

## **GNM Picture Crediting Policy**

### **1. Newsprint**

- 1.1. GNM shall only credit pictures of a size of two (2) columns or more. GNM shall credit one picture only for any one article. When an article features more than one picture, then GNM shall only credit the main picture (irrespective of the image supplier) as follows:

“Main photograph: [Photographer]/[Agency]”

- 1.2. Provided that where an article has more than one picture and all the pictures in a particular article are by the same photographer and/or agency, GNM shall insert the following credit:

“Photographs: [Photographer]/[Agency]”

- 1.3. Without prejudice to the above, GNM shall credit each image as follows:

“Photographer/Agency”; or

where it is not possible to apply the above credit due to space restrictions GNM may apply the following credit:

“Agency” or “Photographer” (in respect of images supplied directly by photographers)

### **2. Websites and apps (including desktop, tablet and mobile equivalents)**

- 2.1. Subject to paragraph 2.3 below, GNM shall apply the following credit to images:

“Photographer/Agency”

- 2.2. Subject to paragraph 2.3 below, GNM reserves the right to apply the following credit where it is not possible to apply the credit set out in paragraph 2.1 due to space restrictions:

“Agency” or “Photographer” (in respect of images supplied directly by photographers)

- 2.3. In relation to images reproduced on front pages and in trail blocks, and small images used down page, no credit shall apply.

### **3. Audiovisual**

- 3.1. GNM shall display credits at the end of programmes or in the credits section on the appropriate video page

#### **4. Commissioned images**

- 4.1. Where images are original GNM commissions, the above crediting rules shall apply save that “Photographer” shall read “[Photographer] for the [Guardian] or [Observer]”.