

Worldwide

DDEX messages make use of two-letter ISO territory codes. This allows a label to state that a Release may be used in, say the DACH countries:

```
<TerritoryCode>DE</TerritoryCode>
<TerritoryCode>AT</TerritoryCode>
<TerritoryCode>CH</TerritoryCode>
```

It also allows to say that a deal is available everywhere but in the DACH countries:

```
<ExcludedTerritoryCode>DE</ExcludedTerritoryCode>
<ExcludedTerritoryCode>AT</ExcludedTerritoryCode>
<ExcludedTerritoryCode>CH</ExcludedTerritoryCode>
```

The latter XML snippet has the semantic of "World-wide, less Germany, Austria, Switzerland". .

To avoid this pitfall, the label should limit its Deals to the territories it would want the DSP to make the Release available in.

For a list of valid ISO Territory Codes please refer to [Wikipedia](#) for details.

Attention
If a label sends a DSP, who operates in only one territory a Deal with

```
<TerritoryCode>
Worldwide
</TerritoryCode>
```

and the DSP subsequently chooses to branch out its operation into a second territory, the Deal would allow the DSP to make the relevant Release available in both territories.