



CONTENT TAXONOMY v2.0

Tier 1 – Tier 2 Categories

Draft for Public Review

Introduction

The Taxonomy and Mapping Work Group assembled in April 2016 to identify industry taxonomies in need of updating for companies interested in expanded categorization of content, advertising products, and audience segmentation. The IAB Tech Lab Content Taxonomy, previously known as the QAG Taxonomy, was developed in consultation with taxonomy experts, measurement companies, and members of the IAB Technology Laboratory in order to develop a standard content taxonomy. This taxonomy will be leveraged by publishers and advertisers for describing the topics of page content and site content with the primary purpose of facilitating relevant, brand safe and effective advertising. The taxonomy also serves secondary purposes of audience analysis and development. This document is a summarization of Tier 1 and Tier 2 categories and excludes tier 3 and tier 4 categories from the full Content Taxonomy.

The full taxonomy contains 400+ new site content classifications across 29 Tier 1 categories in addition to updated categories. It also supports global applicability – nomenclature is expanded to reflect a global perspective, making it more inclusive of all areas of the world. This is the culmination of the Taxonomy and Mapping working group efforts and can be found at: <https://iabtechlab.com/content-taxonomy/>

Feedback on the Content Taxonomy v2 draft will be accepted during the public review period up until March 1st, 2017.

About the IAB Technology Lab

The IAB Technology Laboratory is a nonprofit research and development consortium charged with producing and helping companies implement global industry technical standards and solutions. The goal of the Tech Lab is to reduce friction associated with the digital advertising and marketing supply chain while contributing to the safe growth of an industry. The IAB Tech Lab spearheads the development of technical standards, creates and maintains a code library to assist in rapid, cost-effective implementation of IAB standards, and establishes a test platform for companies to evaluate the compatibility of their technology solutions with IAB standards, which for 18 years have been the foundation for interoperability and profitable growth in the digital advertising supply chain. The Taxonomy and Mapping Work Group is a working group within the IAB Technology Lab. Further details about the IAB Technology Lab can be found at: <https://iabtechlab.com/>

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Automotive

Auto Body Styles
Auto Buying and Selling
Auto Insurance
Auto Parts
Auto Recalls
Auto Repair
Auto Safety
Auto Shows
Auto Technology
Auto Type
Car Culture
Dash Cam Videos
Motorcycles
Road-Side Assistance
Scooters

Books and Literature

Art and Photography Books
Biographies
Children's Literature
Comics and Graphic Novels
Cookbooks
Fiction
Poetry
Travel Books
Young Adult Literature

Business and Finance

Business
Economy
Industries

Careers

Apprenticeships
Career Advice
Career Planning
Job Search
Telecommuting
Vocational Training

Education

Adult Education
College Education
Early Childhood Education
Educational Assessment
Homeschooling
Homework and Study
Language Learning
Online Education
Primary Education
Private School
Secondary Education
Special Education

Events and Attractions

Amusement and Theme Parks
Fashion Events
Historic Site and Landmark Tours
Malls and Shopping Centers
Museums and Galleries
Musicals
National and Civic Holidays
Nightclubs
Outdoor Activities
Parks and Nature
Party Supplies and Decorations
Awards Shows
Personal Celebrations and Life Events
Political Event
Religious Events
Sporting Events
Theater Venues and Events
Zoos and Aquariums
Bars and Restaurants
Business Expos and Conferences
Casinos and Gambling
Cinemas and Events
Comedy Events
Concerts and Music Events
Fan Conventions

Family and Relationships

Bereavement
Dating
Divorce
Eldercare
Marriage and Civil Unions
Parenting
Single Life

Fine Art

Costume
Dance
Design
Digital Arts
Fine Art Photography
Modern Art
Opera
Theater

Food and Drink

Alcoholic Beverages
Barbecues and Grilling
Cooking
Desserts and Baking
Dining Out
Food Allergies
Food Movements
Healthy Cooking and Eating
Non-Alcoholic Beverages
Vegan Diets
Vegetarian Diets
World Cuisines

Healthy Living

Children's Health
Fitness and Exercise
Men's Health
Nutrition
Senior Health
Weight Loss
Wellness
Women's Health

Hobbies and Interests

Antiquing and Antiques
Arts and Crafts
Beekeeping
Birdwatching
Cigars
Collecting
Content Production
Games and Puzzles
Genealogy and Ancestry
Magic and Illusion
Model Toys
Musical Instruments
Paranormal Phenomena
Radio Control
Sci-fi and Fantasy
Workshops and Classes

Home and Garden

Gardening
Home Appliances
Home Entertaining
Home Improvement
Home Security
Indoor Environmental Quality
Interior Decorating
Landscaping
Outdoor Decorating
Remodeling and Construction
Smart Home

Medical Health

Diseases and Conditions
Medical Tests
Pharmaceutical Drugs
Surgery
Vaccines

Movies

Action and Adventure Movies
Animation Movies
Comedy Movies
Crime and Mystery Movies
Documentary Movies
Drama Movies
Family and Children Movies
Fantasy Movies
Horror Movies
Romance Movies
Science Fiction Movies
Special Interest Movies

Music and Audio

Adult Contemporary Music
Arts Podcasts
Blues
Business News Radio
Business Podcasts
Children's Music
Classic Hits
Classical Music
College Radio
Comedy Podcasts
Comedy Radio
Contemporary Hits
Country Music
Dance and Electronic Music

Education Podcasts
Folk Music
Games and Hobbies Podcasts
Gospel Music
Health Podcasts
Hip Hop Music
Inspirational Music
International Music
Jazz
Kids and Family Podcasts
News and Politics Podcasts
Oldies Music
Public Radio
Reggae
Religion and Spirituality Podcasts
Religious Music
Rhythm and Blues
Rock Music
Science and Medicine Podcasts
Society and Culture Podcasts
Soundtracks
Sports and Recreation Podcasts
Sports Play-by-Play
Sports Talk Radio
Talk Radio
Technology Podcasts
TV and Film Podcasts
Urban Adult Contemporary Music
Urban Contemporary Music

News and Politics

Crime
Disasters
International News
Law
Local News
National News
Politics
Weather

Personal Finance

Consumer Banking
Financial Assistance
Financial Planning
Frugal Living
Insurance
Personal Debt
Personal Investing
Personal Taxes
Retirement Planning

Pets

Birds
Cats
Dogs
Fish and Aquariums
Large Animals
Pet Adoptions
Reptiles
Veterinary Medicine

Pop Culture

Celebrity Deaths
Celebrity Families
Celebrity Homes
Celebrity Pregnancy
Celebrity Relationships
Celebrity Scandal
Celebrity Style

Real Estate

Apartments
Developmental Sites
Hotel Properties
Houses
Industrial Property
Land and Farms
Office Property
Real Estate Buying and Selling
Real Estate Renting and Leasing
Retail Property
Vacation Properties

Religion and Spirituality

Agnosticism
Astrology
Atheism
Buddhism
Christianity
Hinduism
Islam
Judaism
Sikhism
Spirituality

Science

Biological Sciences
Chemistry
Environment
Genetics
Geography
Geology
Physics
Space and Astronomy

Shopping

Coupons

Sports

American Football
Australian Rules Football
Auto Racing
Badminton
Baseball
Basketball
Beach Volleyball
Bodybuilding
Bowling
Boxing
Cheerleading
College Sports
Cricket
Cycling
Darts
Disabled Sports
Diving
Equine Sports
Extreme Sports
Fantasy Sports
Field Hockey
Figure Skating
Fishing Sports
Golf
Gymnastics
Hunting and Shooting
Ice Hockey
Inline Skating
Lacrosse
Martial Arts

Olympic Sports

Poker and Professional Gambling
Rodeo
Rowing
Rugby
Sailing
Skiing
Snooker/Pool/Billiards
Soccer
Softball
Squash
Swimming
Table Tennis
Tennis
Track and Field
Volleyball
Walking
Water Polo
Weightlifting
Wrestling

Style and Fashion

Beauty
Body Art
Children's Clothing
Designer Clothing
Fashion Trends
High Fashion
Men's Fashion
Personal Care
Street Style
Women's Fashion

Technology and Computing

Artificial Intelligence
Augmented Reality
Computing
Consumer Electronics
Robotics
Virtual Reality

Television

Animation TV
Children's TV
Comedy TV
Drama TV
Factual TV
Holiday TV
Music TV
Reality TV
Science Fiction TV
Soap Opera TV
Special Interest TV
Sports TV

Travel

Travel Accessories
Travel Locations
Travel Preparation
Travel Type

Video Gaming

Console Games
eSports
Mobile Games
PC Games
Video Game Genres