CONTENT TAXONOMY
v2.0

Tier 1 – Tier 2 Categories
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 & 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, released in January of 2017; this is the culmination of the working group efforts and can be found at: https://iabtechlab.com/content-taxonomy/

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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Taxonomy & Mapping Co-Chairs
Noel Agnew, AOL
Kevin Flood, PowerLinks Media
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Society & Culture Podcasts
Soundtracks
Sports & Recreation Podcasts
Sports Play-by-Play
Sports Talk Radio
Talk Radio
Technology Podcasts
TV & 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
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Insurance
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Personal Investing
Personal Taxes
Retirement Planning
Pets
Birds
Cats
Dogs
Fish and Aquariums
Large Animals
Pet Adoptions
Reptiles
Veterinary Medicine

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

Science
Biological Sciences
Chemistry
Environment
Genetics
Geography
Geology
Physics
Space and Astronomy

Shopping
Couponing

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

Religion & Spirituality
Agnosticism
Astrology
Atheism
Buddhism
Christianity
Hinduism
Islam
Judaism
Sikhism
Spirituality
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- 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 & Fashion
- Beauty
- Body Art
- Children's Clothing
- Designer Clothing
- Fashion Trends
- High Fashion
- Men's Fashion
- Personal Care
- Street Style
- Women's Fashion

## Technology & 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