

# A-s iab. Content Taxonomy Mapping

IAB Tech Lab common license

Content Taxonomy version 2.1 final release November 2019

Tech Lab suggestions

Brave Suggestions (not covered by TL)

<https://brave.com/wp-content/uploads/IAB-taxonomy-v1-marked-up.pdf>

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Relational ID System			Content Taxonomy v2 with Tiered Categories				APB Suitability categorization
Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
1		Automotive	Automotive				Low
2	1	Auto Body Styles	Automotive	Auto Body Styles			Low
3	2	Commercial Trucks	Automotive	Auto Body Styles	Commercial Trucks		Low
4	2	Sedan	Automotive	Auto Body Styles	Sedan		Low
5	2	Station Wagon	Automotive	Auto Body Styles	Station Wagon		Low
6	2	SUV	Automotive	Auto Body Styles	SUV		Low
7	2	Van	Automotive	Auto Body Styles	Van		Low
8	2	Convertible	Automotive	Auto Body Styles	Convertible		Low
9	2	Coupe	Automotive	Auto Body Styles	Coupe		Low
10	2	Crossover	Automotive	Auto Body Styles	Crossover		Low
11	2	Hatchback	Automotive	Auto Body Styles	Hatchback		Low
12	2	Microcar	Automotive	Auto Body Styles	Microcar		Low
13	2	Minivan	Automotive	Auto Body Styles	Minivan		Low
14	2	Off-Road Vehicles	Automotive	Auto Body Styles	Off-Road Vehicles		Low
15	2	Pickup Trucks	Automotive	Auto Body Styles	Pickup Trucks		Low
16	1	Auto Type	Automotive	Auto Type			Low
17	16	Budget Cars	Automotive	Auto Type	Budget Cars		Low
18	16	Certified Pre-Owned Cars	Automotive	Auto Type	Certified Pre-Owned Cars		Low
19	16	Classic Cars	Automotive	Auto Type	Classic Cars		Low
20	16	Concept Cars	Automotive	Auto Type	Concept Cars		Low
21	16	Driverless Cars	Automotive	Auto Type	Driverless Cars		Low
22	16	Green Vehicles	Automotive	Auto Type	Green Vehicles		Low
23	16	Luxury Cars	Automotive	Auto Type	Luxury Cars		Low
24	16	Performance Cars	Automotive	Auto Type	Performance Cars		Low
25	1	Car Culture	Automotive	Car Culture			Low
26	1	Dash Cam Videos	Automotive	Dash Cam Videos			Low
27	1	Motorcycles	Automotive	Motorcycles			Low
28	1	Road-Side Assistance	Automotive	Road-Side Assistance			Low
29	1	Scoters	Automotive	Scoters			Low
30	1	Auto Buying and Selling	Automotive	Auto Buying and Selling			Low
31	1	Auto Insurance	Automotive	Auto Insurance			Low
32	1	Auto Parts	Automotive	Auto Parts			Low
33	1	Auto Recalls	Automotive	Auto Recalls			Low
34	1	Auto Repair	Automotive	Auto Repair			Low
35	1	Auto Safety	Automotive	Auto Safety			Low
36	1	Auto Shows	Automotive	Auto Shows			Low
37	1	Auto Technology	Automotive	Auto Technology			Low
38	37	Auto Infotainment Technologies	Automotive	Auto Technology	Auto Infotainment Technologies		Low
39	37	Auto Navigation Systems	Automotive	Auto Technology	Auto Navigation Systems		Low
40	37	Auto Safety Technologies	Automotive	Auto Technology	Auto Safety Technologies		Low
41	1	Auto Rentals	Automotive	Auto Rentals			Low
42		Books and Literature	Books and Literature				Low
43	42	Art and Photography Books	Books and Literature	Art and Photography Books			Low
44	42	Biographies	Books and Literature	Biographies			Low
45	42	Children's Literature	Books and Literature	Children's Literature			Low
46	42	Comics and Graphic Novels	Books and Literature	Comics and Graphic Novels			Medium
47	42	Cookbooks	Books and Literature	Cookbooks			Low
48	42	Fiction	Books and Literature	Fiction			Low
49	42	Poetry	Books and Literature	Poetry			Low
50	42	Travel Books	Books and Literature	Travel Books			Low
51	42	Young Adult Literature	Books and Literature	Young Adult Literature			Low

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Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
52		Business and Finance	Business and Finance				Low
53	52	Business	Business and Finance	Business			Low
54	53	Business Accounting & Finance	Business and Finance	Business	Business Accounting & Finance		Low
55	53	Human Resources	Business and Finance	Business	Human Resources		Medium
56	53	Large Business	Business and Finance	Business	Large Business		Low
57	53	Logistics	Business and Finance	Business	Logistics		Low
58	53	Marketing and Advertising	Business and Finance	Business	Marketing and Advertising		Low
59	53	Sales	Business and Finance	Business	Sales		Low
60	53	Small and Medium-sized Business	Business and Finance	Business	Small and Medium-sized Business		Low
61	53	Startups	Business and Finance	Business	Startups		Low
62	53	Business Administration	Business and Finance	Business	Business Administration		Low
63	53	Business Banking & Finance	Business and Finance	Business	Business Banking & Finance		Low
64	63	Angel Investment	Business and Finance	Business	Business Banking & Finance	Angel Investment	Low
65	63	Bankruptcy	Business and Finance	Business	Business Banking & Finance	Bankruptcy	High
66	63	Business Loans	Business and Finance	Business	Business Banking & Finance	Business Loans	Low
67	63	Debt Factoring & Invoice Discounting	Business and Finance	Business	Business Banking & Finance	Debt Factoring & Invoice Discounting	Medium
68	63	Mergers and Acquisitions	Business and Finance	Business	Business Banking & Finance	Mergers and Acquisitions	Low
69	63	Private Equity	Business and Finance	Business	Business Banking & Finance	Private Equity	Low
70	63	Sale & Lease Back	Business and Finance	Business	Business Banking & Finance	Sale & Lease Back	Low
71	63	Venture Capital	Business and Finance	Business	Business Banking & Finance	Venture Capital	Low
72	53	Business I.T.	Business and Finance	Business	Business I.T.		Low
73	53	Business Operations	Business and Finance	Business	Business Operations		Low
74	53	Consumer Issues	Business and Finance	Business	Consumer Issues		Low
75	74	Recalls	Business and Finance	Business	Consumer Issues	Recalls	High
76	53	Executive Leadership & Management	Business and Finance	Business	Executive Leadership & Management		Low
77	53	Government Business	Business and Finance	Business	Government Business		Medium
78	53	Green Solutions	Business and Finance	Business	Green Solutions		Medium
79	53	Business Utilities	Business and Finance	Business	Business Utilities		Medium
80	52	Economy	Business and Finance	Economy			Low
81	80	Commodities	Business and Finance	Economy	Commodities		Low
82	80	Currencies	Business and Finance	Economy	Currencies		Low
83	80	Financial Crisis	Business and Finance	Economy	Financial Crisis		High
84	80	Financial Reform	Business and Finance	Economy	Financial Reform		Medium
85	80	Financial Regulation	Business and Finance	Economy	Financial Regulation		Medium
86	80	Gasoline Prices	Business and Finance	Economy	Gasoline Prices		Low
87	80	Housing Market	Business and Finance	Economy	Housing Market		Low
88	80	Interest Rates	Business and Finance	Economy	Interest Rates		Medium
89	80	Job Market	Business and Finance	Economy	Job Market		Low
90	52	Industries	Business and Finance	Industries			Low
91	90	Advertising Industry	Business and Finance	Industries	Advertising Industry		Low
92	90	Education industry	Business and Finance	Industries	Education industry		Low
93	90	Entertainment Industry	Business and Finance	Industries	Entertainment Industry		Low
94	90	Environmental Services Industry	Business and Finance	Industries	Environmental Services Industry		Low
95	90	Financial Industry	Business and Finance	Industries	Financial Industry		Low
96	90	Food Industry	Business and Finance	Industries	Food Industry		Low
97	90	Healthcare Industry	Business and Finance	Industries	Healthcare Industry		Low
98	90	Hospitality Industry	Business and Finance	Industries	Hospitality Industry		Low
99	90	Information Services Industry	Business and Finance	Industries	Information Services Industry		Low
100	90	Legal Services Industry	Business and Finance	Industries	Legal Services Industry		Low
101	90	Logistics and Transportation Industry	Business and Finance	Industries	Logistics and Transportation Industry		Low
102	90	Agriculture	Business and Finance	Industries	Agriculture		Low

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## Relational ID System

## Content Taxonomy v2 with Tiered Categories

## APB Suitability categorization

Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
103	90	Management Consulting Industry	Business and Finance	Industries	Management Consulting Industry		Low
104	90	Manufacturing Industry	Business and Finance	Industries	Manufacturing Industry		Low
105	90	Mechanical and Industrial Engineering Industry	Business and Finance	Industries	Mechanical and Industrial Engineering Industry		Low
106	90	Media Industry	Business and Finance	Industries	Media Industry		Low
107	90	Metals Industry	Business and Finance	Industries	Metals Industry		Low
108	90	Non-Profit Organizations	Business and Finance	Industries	Non-Profit Organizations		Low
109	90	Pharmaceutical Industry	Business and Finance	Industries	Pharmaceutical Industry		Low
110	90	Power and Energy Industry	Business and Finance	Industries	Power and Energy Industry		Low
111	90	Publishing Industry	Business and Finance	Industries	Publishing Industry		Low
112	90	Real Estate Industry	Business and Finance	Industries	Real Estate Industry		Low
113	90	Apparel Industry	Business and Finance	Industries	Apparel Industry		Low
114	90	Retail Industry	Business and Finance	Industries	Retail Industry		Low
115	90	Technology Industry	Business and Finance	Industries	Technology Industry		Low
116	90	Telecommunications Industry	Business and Finance	Industries	Telecommunications Industry		Low
117	90	Automotive Industry	Business and Finance	Industries	Automotive Industry		Low
118	90	Aviation Industry	Business and Finance	Industries	Aviation Industry		Low
119	90	Biotech and Biomedical Industry	Business and Finance	Industries	Biotech and Biomedical Industry		Low
120	90	Civil Engineering Industry	Business and Finance	Industries	Civil Engineering Industry		Low
121	90	Construction Industry	Business and Finance	Industries	Construction Industry		Low
122	90	Defense Industry	Business and Finance	Industries	Defense Industry		Low
123		Careers	Careers				Low
124	123	Apprenticeships	Careers	Apprenticeships			Low
125	123	Career Advice	Careers	Career Advice			Low
126	123	Career Planning	Careers	Career Planning			Low
127	123	Job Search	Careers	Job Search			Low
128	127	Job Fairs	Careers	Job Search	Job Fairs		Low
129	127	Resume Writing and Advice	Careers	Job Search	Resume Writing and Advice		Low
130	123	Remote Working	Careers	Remote Working			Low
131	123	Vocational Training	Careers	Vocational Training			Low
132		Education	Education				Low
133	132	Adult Education	Education	Adult Education			Low
134	132	Private School	Education	Private School			Low
135	132	Secondary Education	Education	Secondary Education			Low
136	132	Special Education	Education	Special Education			Low
137	132	College Education	Education	College Education			Low
138	137	College Planning	Education	College Education	College Planning		Low
139	137	Postgraduate Education	Education	College Education	Postgraduate Education		Low
140	139	Professional School	Education	College Education	Postgraduate Education	Professional School	Low
141	137	Undergraduate Education	Education	College Education	Undergraduate Education		Low
142	132	Early Childhood Education	Education	Early Childhood Education			Low
143	132	Educational Assessment	Education	Educational Assessment			Low
144	143	Standardized Testing	Education	Educational Assessment	Standardized Testing		Low
145	132	Homeschooling	Education	Homeschooling			Low
146	132	Homework and Study	Education	Homework and Study			Low
147	132	Language Learning	Education	Language Learning			Low
148	132	Online Education	Education	Online Education			Low
149	132	Primary Education	Education	Primary Education			Low
150		Events and Attractions	Events and Attractions				Low
151	150	Amusement and Theme Parks	Events and Attractions	Amusement and Theme Parks			Low
152	150	Fashion Events	Events and Attractions	Fashion Events			Low
153	150	Historic Site and Landmark Tours	Events and Attractions	Historic Site and Landmark Tours			Low

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Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
154	150	Malls & Shopping Centers	Events and Attractions	Malls & Shopping Centers			Low
155	150	Museums & Galleries	Events and Attractions	Museums & Galleries			Low
156	150	Musicals	Events and Attractions	Musicals			Low
157	150	National & Civic Holidays	Events and Attractions	National & Civic Holidays			Low
158	150	Nightclubs	Events and Attractions	Nightclubs			Medium
159	150	Outdoor Activities	Events and Attractions	Outdoor Activities			Low
160	150	Parks & Nature	Events and Attractions	Parks & Nature			Low
161	150	Party Supplies and Decorations	Events and Attractions	Party Supplies and Decorations			Low
162	150	Awards Shows	Events and Attractions	Awards Shows			Low
163	150	Personal Celebrations & Life Events	Events and Attractions	Personal Celebrations & Life Events			Low
164	163	Anniversary	Events and Attractions	Personal Celebrations & Anniversary			Low
165	163	Wedding	Events and Attractions	Personal Celebrations & Wedding			Low
166	163	Baby Shower	Events and Attractions	Personal Celebrations & Baby Shower			Low
167	163	Bachelor Party	Events and Attractions	Personal Celebrations & Bachelor Party			Low
168	163	Bachelorette Party	Events and Attractions	Personal Celebrations & Bachelorette Party			Low
169	163	Birth	Events and Attractions	Personal Celebrations & Birth			Low
170	163	Birthday	Events and Attractions	Personal Celebrations & Birthday			Low
171	163	Funeral	Events and Attractions	Personal Celebrations & Funeral			Medium
172	163	Graduation	Events and Attractions	Personal Celebrations & Graduation			Low
173	163	Prom	Events and Attractions	Personal Celebrations & Prom			Low
174	150	Political Event	Events and Attractions	Political Event			Low
175	150	Religious Events	Events and Attractions	Religious Events			Medium
176	150	Sporting Events	Events and Attractions	Sporting Events			Low
177	150	Theater Venues and Events	Events and Attractions	Theater Venues and Events			Low
178	150	Zoos & Aquariums	Events and Attractions	Zoos & Aquariums			Low
179	150	Bars & Restaurants	Events and Attractions	Bars & Restaurants			Low
180	150	Business Expos & Conferences	Events and Attractions	Business Expos & Conferences			Low
181	150	Casinos & Gambling	Events and Attractions	Casinos & Gambling			High
182	150	Cinemas and Events	Events and Attractions	Cinemas and Events			Low
183	150	Comedy Events	Events and Attractions	Comedy Events			Low
184	150	Concerts & Music Events	Events and Attractions	Concerts & Music Events			Low
185	150	Fan Conventions	Events and Attractions	Fan Conventions			Low
186		Family and Relationships	Family and Relationships				Low
187	186	Bereavement	Family and Relationships	Bereavement			Medium
188	186	Dating	Family and Relationships	Dating			Low
189	186	Divorce	Family and Relationships	Divorce			Medium
190	186	Eldercare	Family and Relationships	Eldercare			Low
191	186	Marriage and Civil Unions	Family and Relationships	Marriage and Civil Unions			Low
192	186	Parenting	Family and Relationships	Parenting			Low
193	192	Adoption and Fostering	Family and Relationships	Parenting	Adoption and Fostering		Low
194	192	Daycare and Pre-School	Family and Relationships	Parenting	Daycare and Pre-School		Low
195	192	Internet Safety	Family and Relationships	Parenting	Internet Safety		Low
196	192	Parenting Babies and Toddlers	Family and Relationships	Parenting	Parenting Babies and Toddlers		Low
197	192	Parenting Children Aged 4-11	Family and Relationships	Parenting	Parenting Children Aged 4-11		Low
198	192	Parenting Teens	Family and Relationships	Parenting	Parenting Teens		Low
199	192	Special Needs Kids	Family and Relationships	Parenting	Special Needs Kids		Low
200	186	Single Life	Family and Relationships	Single Life			Low
201		Fine Art	Fine Art				Low
202	201	Costume	Fine Art	Costume			Low
203	201	Dance	Fine Art	Dance			Low
204	201	Design	Fine Art	Design			Low

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Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
205	201	Digital Arts	Fine Art	Digital Arts			Low
206	201	Fine Art Photography	Fine Art	Fine Art Photography			Low
207	201	Modern Art	Fine Art	Modern Art			Low
208	201	Opera	Fine Art	Opera			Low
209	201	Theater	Fine Art	Theater			Low
210		Food & Drink	Food & Drink				Low
211	210	Alcoholic Beverages	Food & Drink	Alcoholic Beverages			High
212	210	Vegan Diets	Food & Drink	Vegan Diets			Low
213	210	Vegetarian Diets	Food & Drink	Vegetarian Diets			Low
214	210	World Cuisines	Food & Drink	World Cuisines			Low
215	210	Barbecues and Grilling	Food & Drink	Barbecues and Grilling			Low
216	210	Cooking	Food & Drink	Cooking			Low
217	210	Desserts and Baking	Food & Drink	Desserts and Baking			Low
218	210	Dining Out	Food & Drink	Dining Out			Low
219	210	Food Allergies	Food & Drink	Food Allergies			Low
220	210	Food Movements	Food & Drink	Food Movements			Low
221	210	Healthy Cooking and Eating	Food & Drink	Healthy Cooking and Eating			Low
222	210	Non-Alcoholic Beverages	Food & Drink	Non-Alcoholic Beverages			Low
223		Healthy Living	Healthy Living				Low
224	223	Children's Health	Healthy Living	Children's Health			Low
225	223	Fitness and Exercise	Healthy Living	Fitness and Exercise			Low
226	225	Participant Sports	Healthy Living	Fitness and Exercise	Participant Sports		Low
227	225	Running and Jogging	Healthy Living	Fitness and Exercise	Running and Jogging		Low
228	223	Men's Health	Healthy Living	Men's Health			Low
229	223	Nutrition	Healthy Living	Nutrition			Low
230	223	Senior Health	Healthy Living	Senior Health			Low
231	223	Weight Loss	Healthy Living	Weight Loss			Low
232	223	Wellness	Healthy Living	Wellness			Low
233	232	Alternative Medicine	Healthy Living	Wellness	Alternative Medicine		Low
234	233	Herbs and Supplements	Healthy Living	Wellness	Alternative Medicine	Herbs and Supplements	Low
235	233	Holistic Health	Healthy Living	Wellness	Alternative Medicine	Holistic Health	Low
236	232	Physical Therapy	Healthy Living	Wellness	Physical Therapy		Low
237	232	Smoking Cessation	Healthy Living	Wellness	Smoking Cessation		Medium
238	223	Women's Health	Healthy Living	Women's Health			Low
239		Hobbies & Interests	Hobbies & Interests				Low
240	239	Antiquing and Antiques	Hobbies & Interests	Antiquing and Antiques			Low
241	239	Magic and Illusion	Hobbies & Interests	Magic and Illusion			Low
242	239	Model Toys	Hobbies & Interests	Model Toys			Low
243	239	Musical Instruments	Hobbies & Interests	Musical Instruments			Low
244	239	Paranormal Phenomena	Hobbies & Interests	Paranormal Phenomena			Low
245	239	Radio Control	Hobbies & Interests	Radio Control			Low
246	239	Sci-fi and Fantasy	Hobbies & Interests	Sci-fi and Fantasy			Low
247	239	Workshops and Classes	Hobbies & Interests	Workshops and Classes			Low
248	239	Arts and Crafts	Hobbies & Interests	Arts and Crafts			Low
249	248	Beadwork	Hobbies & Interests	Arts and Crafts	Beadwork		Low
250	248	Candle and Soap Making	Hobbies & Interests	Arts and Crafts	Candle and Soap Making		Low
251	248	Drawing and Sketching	Hobbies & Interests	Arts and Crafts	Drawing and Sketching		Low
252	248	Jewelry Making	Hobbies & Interests	Arts and Crafts	Jewelry Making		Low
253	248	Needlework	Hobbies & Interests	Arts and Crafts	Needlework		Low
254	248	Painting	Hobbies & Interests	Arts and Crafts	Painting		Low
255	248	Photography	Hobbies & Interests	Arts and Crafts	Photography		Low

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256	248	Scrapbooking	Hobbies & Interests	Arts and Crafts	Scrapbooking		Low
257	248	Woodworking	Hobbies & Interests	Arts and Crafts	Woodworking		Low
258	239	Beekeeping	Hobbies & Interests	Beekeeping			Low
259	239	Birdwatching	Hobbies & Interests	Birdwatching			Low
260	239	Cigars	Hobbies & Interests	Cigars			Medium
261	239	Collecting	Hobbies & Interests	Collecting			Low
262	261	Comic Books	Hobbies & Interests	Collecting	Comic Books		Low
263	261	Stamps and Coins	Hobbies & Interests	Collecting	Stamps and Coins		Low
264	239	Content Production	Hobbies & Interests	Content Production			Low
265	264	Audio Production	Hobbies & Interests	Content Production	Audio Production		Low
266	264	Freelance Writing	Hobbies & Interests	Content Production	Freelance Writing		Low
267	264	Screenwriting	Hobbies & Interests	Content Production	Screenwriting		Low
268	264	Video Production	Hobbies & Interests	Content Production	Video Production		Low
269	239	Games and Puzzles	Hobbies & Interests	Games and Puzzles			Low
270	269	Board Games and Puzzles	Hobbies & Interests	Games and Puzzles	Board Games and Puzzles		Low
271	269	Card Games	Hobbies & Interests	Games and Puzzles	Card Games		Low
272	269	Roleplaying Games	Hobbies & Interests	Games and Puzzles	Roleplaying Games		Low
273	239	Genealogy and Ancestry	Hobbies & Interests	Genealogy and Ancestry			Low
274		Home & Garden	Home & Garden				Low
275	274	Gardening	Home & Garden	Gardening			Low
276	274	Remodeling & Construction	Home & Garden	Remodeling & Construction			Low
277	274	Smart Home	Home & Garden	Smart Home			Low
278	274	Home Appliances	Home & Garden	Home Appliances			Low
279	274	Home Entertaining	Home & Garden	Home Entertaining			Low
280	274	Home Improvement	Home & Garden	Home Improvement			Low
281	274	Home Security	Home & Garden	Home Security			Low
282	274	Indoor Environmental Quality	Home & Garden	Indoor Environmental Quality			Low
283	274	Interior Decorating	Home & Garden	Interior Decorating			Low
284	274	Landscaping	Home & Garden	Landscaping			Low
285	274	Outdoor Decorating	Home & Garden	Outdoor Decorating			Low
286		Medical Health	Medical Health				Low
287	286	Diseases and Conditions	Medical Health	Diseases and Conditions			Low
288	287	Allergies	Medical Health	Diseases and Conditions	Allergies		Low
289	287	Ear, Nose and Throat Conditions	Medical Health	Diseases and Conditions	Ear, Nose and Throat Conditions		Low
290	287	Endocrine and Metabolic Diseases	Medical Health	Diseases and Conditions	Endocrine and Metabolic Diseases		Low
291	290	Hormonal Disorders	Medical Health	Diseases and Conditions	Endocrine and Metabolic Diseases	Hormonal Disorders	Low
292	290	Menopause	Medical Health	Diseases and Conditions	Endocrine and Metabolic Diseases	Menopause	Low
293	290	Thyroid Disorders	Medical Health	Diseases and Conditions	Endocrine and Metabolic Diseases	Thyroid Disorders	Low
294	287	Eye and Vision Conditions	Medical Health	Diseases and Conditions	Eye and Vision Conditions		Low
295	287	Foot Health	Medical Health	Diseases and Conditions	Foot Health		Low
296	287	Heart and Cardiovascular Diseases	Medical Health	Diseases and Conditions	Heart and Cardiovascular Diseases		Low
297	287	Infectious Diseases	Medical Health	Diseases and Conditions	Infectious Diseases		Low
298	287	Injuries	Medical Health	Diseases and Conditions	Injuries		Low
299	298	First Aid	Medical Health	Diseases and Conditions	Injuries	First Aid	Low
300	287	Lung and Respiratory Health	Medical Health	Diseases and Conditions	Lung and Respiratory Health		Low
301	287	Mental Health	Medical Health	Diseases and Conditions	Mental Health		Low
302	287	Reproductive Health	Medical Health	Diseases and Conditions	Reproductive Health		Low
303	302	Birth Control	Medical Health	Diseases and Conditions	Reproductive Health	Birth Control	Low
304	302	Infertility	Medical Health	Diseases and Conditions	Reproductive Health	Infertility	Low
305	302	Pregnancy	Medical Health	Diseases and Conditions	Reproductive Health	Pregnancy	Low
306	287	Blood Disorders	Medical Health	Diseases and Conditions	Blood Disorders		Low

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Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
307	287	Sexual Health	Medical Health	Diseases and Conditions	Sexual Health		Low
308	307	Sexual Conditions	Medical Health	Diseases and Conditions	Sexual Health	Sexual Conditions	Low
309	287	Skin and Dermatology	Medical Health	Diseases and Conditions	Skin and Dermatology		Low
310	287	Sleep Disorders	Medical Health	Diseases and Conditions	Sleep Disorders		Low
311	287	Substance Abuse	Medical Health	Diseases and Conditions	Substance Abuse		High
312	287	Bone and Joint Conditions	Medical Health	Diseases and Conditions	Bone and Joint Conditions		Low
313	287	Brain and Nervous System Disorders	Medical Health	Diseases and Conditions	Brain and Nervous System Disorders		Low
314	287	Cancer	Medical Health	Diseases and Conditions	Cancer		Low
315	287	Cold and Flu	Medical Health	Diseases and Conditions	Cold and Flu		Low
316	287	Dental Health	Medical Health	Diseases and Conditions	Dental Health		Low
317	287	Diabetes	Medical Health	Diseases and Conditions	Diabetes		Low
318	287	Digestive Disorders	Medical Health	Diseases and Conditions	Digestive Disorders		Low
319	286	Medical Tests	Medical Health	Medical Tests			Low
320	286	Pharmaceutical Drugs	Medical Health	Pharmaceutical Drugs			Low
321	286	Surgery	Medical Health	Surgery			Low
322	286	Vaccines	Medical Health	Vaccines			Low
323	286	Cosmetic Medical Services	Medical Health	Cosmetic Medical Services			Low
324		Movies	Movies				Low
325	324	Action and Adventure Movies	Movies	Action and Adventure Movies			Low
326	324	Romance Movies	Movies	Romance Movies			Low
327	324	Science Fiction Movies	Movies	Science Fiction Movies			Low
328	324	Special Interest Movies	Movies	Indie and Arthouse Movies			Low
329	324	Animation Movies	Movies	Animation Movies			Low
330	324	Comedy Movies	Movies	Comedy Movies			Low
331	324	Crime and Mystery Movies	Movies	Crime and Mystery Movies			Low
332	324	Documentary Movies	Movies	Documentary Movies			Low
333	324	Drama Movies	Movies	Drama Movies			Low
334	324	Family and Children Movies	Movies	Family and Children Movies			Low
335	324	Fantasy Movies	Movies	Fantasy Movies			Low
336	324	Horror Movies	Movies	Horror Movies			Low
337	324	World Movies	Movies	World Movies			Low
338		Music and Audio	Music and Audio				Low
339	338	Adult Contemporary Music	Music and Audio	Adult Contemporary Music			Low
340	339	Soft AC Music	Music and Audio	Adult Contemporary Music	Soft AC Music		Low
341	339	Urban AC Music	Music and Audio	Adult Contemporary Music	Urban AC Music		Low
342	338	Adult Album Alternative	Music and Audio	Adult Album Alternative			Low
343	338	Alternative Music	Music and Audio	Alternative Music			Low
344	338	Children's Music	Music and Audio	Children's Music			Low
345	338	Classic Hits	Music and Audio	Classic Hits			Low
346	338	Classical Music	Music and Audio	Classical Music			Low
347	338	College Radio	Music and Audio	College Radio			Low
348	338	Comedy (Music and Audio)	Music and Audio	Comedy (Music and Audio)			Low
349	338	Contemporary Hits/Pop/Top 40	Music and Audio	Contemporary Hits/Pop/Top 40			Low
350	338	Country Music	Music and Audio	Country Music			Low
351	338	Dance and Electronic Music	Music and Audio	Dance and Electronic Music			Low
352	338	World/International Music	Music and Audio	World/International Music			Low
353	338	Songwriters/Folk	Music and Audio	Songwriters/Folk			Low
354	338	Gospel Music	Music and Audio	Gospel Music			Low
355	338	Hip Hop Music	Music and Audio	Hip Hop Music			Low
356	338	Inspirational/New Age Music	Music and Audio	Inspirational/New Age Music			Low
357	338	Jazz	Music and Audio	Jazz			Low

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Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
358	338	Oldies/Adult Standards	Music and Audio	Oldies/Adult Standards			Low
359	338	Reggae	Music and Audio	Reggae			Low
360	338	Blues	Music and Audio	Blues			Low
361	338	Religious (Music and Audio)	Music and Audio	Religious (Music and Audio)			Low
362	338	R&B/Soul/Funk	Music and Audio	R&B/Soul/Funk			Low
363	338	Rock Music	Music and Audio	Rock Music			Low
364	363	Album-oriented Rock	Music and Audio	Rock Music	Album-oriented Rock		Low
365	363	Alternative Rock	Music and Audio	Rock Music	Alternative Rock		Low
366	363	Classic Rock	Music and Audio	Rock Music	Classic Rock		Low
367	363	Hard Rock	Music and Audio	Rock Music	Hard Rock		Low
368	363	Soft Rock	Music and Audio	Rock Music	Soft Rock		Low
369	338	Soundtracks, TV and Showtunes	Music and Audio	Soundtracks, TV and Showtunes			Low
370	338	Sports Radio	Music and Audio	Sports Radio			Low
371	338	Talk Radio	Music and Audio	Talk Radio			Low
372	371	Business News Radio	Music and Audio	Talk Radio	Business News Radio		Low
373	371	Educational Radio	Music and Audio	Talk Radio	Educational Radio		Low
374	371	News Radio	Music and Audio	Talk Radio	News Radio		Low
375	371	News/Talk Radio	Music and Audio	Talk Radio	News/Talk Radio		Low
376	371	Public Radio	Music and Audio	Talk Radio	Public Radio		Low
377	338	Urban Contemporary Music	Music and Audio	Urban Contemporary Music			Low
378	338	Variety (Music and Audio)	Music and Audio	Variety (Music and Audio)			Low
379		News and Politics	News and Politics				Low
380	379	Crime	News and Politics	Crime			High
381	379	Disasters	News and Politics	Disasters			High
382	379	International News	News and Politics	International News			Low
383	379	Law	News and Politics	Law			Low
384	379	Local News	News and Politics	Local News			Low
385	379	National News	News and Politics	National News			Low
386	379	Politics	News and Politics	Politics			Low
387	386	Elections	News and Politics	Politics	Elections		Low
388	386	Political Issues	News and Politics	Politics	Political Issues		Low
389	386	War and Conflicts	News and Politics	Politics	War and Conflicts		High
390	379	Weather	News and Politics	Weather			Low
391		Personal Finance	Personal Finance				Low
392	391	Consumer Banking	Personal Finance	Consumer Banking			Low
393	391	Financial Assistance	Personal Finance	Financial Assistance			Low
394	393	Government Support and Welfare	Personal Finance	Financial Assistance	Government Support and Welfare		Low
395	393	Student Financial Aid	Personal Finance	Financial Assistance	Student Financial Aid		Low
396	391	Financial Planning	Personal Finance	Financial Planning			Low
397	391	Frugal Living	Personal Finance	Frugal Living			Low
398	391	Insurance	Personal Finance	Insurance			Low
399	398	Health Insurance	Personal Finance	Insurance	Health Insurance		Low
400	398	Home Insurance	Personal Finance	Insurance	Home Insurance		Low
401	398	Life Insurance	Personal Finance	Insurance	Life Insurance		Low
402	398	Motor Insurance	Personal Finance	Insurance	Motor Insurance		Low
403	398	Pet Insurance	Personal Finance	Insurance	Pet Insurance		Low
404	398	Travel Insurance	Personal Finance	Insurance	Travel Insurance		Low
405	391	Personal Debt	Personal Finance	Personal Debt			Low
406	405	Credit Cards	Personal Finance	Personal Debt	Credit Cards		Low
407	405	Home Financing	Personal Finance	Personal Debt	Home Financing		Low
408	405	Personal Loans	Personal Finance	Personal Debt	Personal Loans		Low



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Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
409	405	Student Loans	Personal Finance	Personal Debt	Student Loans		Low
410	391	Personal Investing	Personal Finance	Personal Investing			Low
411	410	Hedge Funds	Personal Finance	Personal Investing	Hedge Funds		Low
412	410	Mutual Funds	Personal Finance	Personal Investing	Mutual Funds		Low
413	410	Options	Personal Finance	Personal Investing	Options		Low
414	410	Stocks and Bonds	Personal Finance	Personal Investing	Stocks and Bonds		Low
415	391	Personal Taxes	Personal Finance	Personal Taxes			Low
416	391	Retirement Planning	Personal Finance	Retirement Planning			Low
417	391	Home Utilities	Personal Finance	Home Utilities			Low
418	417	Gas and Electric	Personal Finance	Home Utilities	Gas and Electric		Low
419	417	Internet Service Providers	Personal Finance	Home Utilities	Internet Service Providers		Low
420	417	Phone Services	Personal Finance	Home Utilities	Phone Services		Low
421	417	Water Services	Personal Finance	Home Utilities	Water Services		Low
422		Pets	Pets				Low
423	422	Birds	Pets	Birds			Low
424	422	Cats	Pets	Cats			Low
425	422	Dogs	Pets	Dogs			Low
426	422	Fish and Aquariums	Pets	Fish and Aquariums			Low
427	422	Large Animals	Pets	Large Animals			Low
428	422	Pet Adoptions	Pets	Pet Adoptions			Low
429	422	Reptiles	Pets	Reptiles			Low
430	422	Veterinary Medicine	Pets	Veterinary Medicine			Low
431	422	Pet Supplies	Pets	Pet Supplies			Low
432		Pop Culture	Pop Culture				Low
433	432	Celebrity Deaths	Pop Culture	Celebrity Deaths			High
434	432	Celebrity Families	Pop Culture	Celebrity Families			Low
435	432	Celebrity Homes	Pop Culture	Celebrity Homes			Low
436	432	Celebrity Pregnancy	Pop Culture	Celebrity Pregnancy			Medium
437	432	Celebrity Relationships	Pop Culture	Celebrity Relationships			Medium
438	432	Celebrity Scandal	Pop Culture	Celebrity Scandal			High
439	432	Celebrity Style	Pop Culture	Celebrity Style			Low
440	432	Humor and Satire	Pop Culture	Humor and Satire			Low
441		Real Estate	Real Estate				Low
442	441	Apartments	Real Estate	Apartments			Low
443	441	Retail Property	Real Estate	Retail Property			Low
444	441	Vacation Properties	Real Estate	Vacation Properties			Low
445	441	Developmental Sites	Real Estate	Developmental Sites			Low
446	441	Hotel Properties	Real Estate	Hotel Properties			Low
447	441	Houses	Real Estate	Houses			Low
448	441	Industrial Property	Real Estate	Industrial Property			Low
449	441	Land and Farms	Real Estate	Land and Farms			Low
450	441	Office Property	Real Estate	Office Property			Low
451	441	Real Estate Buying and Selling	Real Estate	Real Estate Buying and Selling			Low
452	441	Real Estate Renting and Leasing	Real Estate	Real Estate Renting and Leasing			Low
453		Religion & Spirituality	Religion & Spirituality				Low
454	453	Agnosticism	Religion & Spirituality	Agnosticism			Low
455	453	Spirituality	Religion & Spirituality	Spirituality			Low
456	453	Astrology	Religion & Spirituality	Astrology			Low
457	453	Atheism	Religion & Spirituality	Atheism			Low
458	453	Buddhism	Religion & Spirituality	Buddhism			Low
459	453	Christianity	Religion & Spirituality	Christianity			Low

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Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
460	453	Hinduism	Religion & Spirituality	Hinduism			Low
461	453	Islam	Religion & Spirituality	Islam			Low
462	453	Judaism	Religion & Spirituality	Judaism			Low
463	453	Sikhism	Religion & Spirituality	Sikhism			Low
464		Science	Science				Low
465	464	Biological Sciences	Science	Biological Sciences			Low
466	464	Chemistry	Science	Chemistry			Low
467	464	Environment	Science	Environment			Low
468	464	Genetics	Science	Genetics			Low
469	464	Geography	Science	Geography			Low
470	464	Geology	Science	Geology			Low
471	464	Physics	Science	Physics			Low
472	464	Space and Astronomy	Science	Space and Astronomy			Low
473		Shopping	Shopping				Low
474	473	Coupons and Discounts	Shopping	Coupons and Discounts			Low
475	473	Flower Shopping	Shopping	Flower Shopping			Low
476	473	Gifts and Greetings Cards	Shopping	Gifts and Greetings Cards			Low
477	473	Grocery Shopping	Shopping	Grocery Shopping			Low
478	473	Holiday Shopping	Shopping	Holiday Shopping			Low
479	473	Household Supplies	Shopping	Household Supplies			Low
480	473	Lotteries and Scratchcards	Shopping	Lotteries and Scratchcards			Low
481	473	Sales and Promotions	Shopping	Sales and Promotions			Low
482	473	Children's Games and Toys	Shopping	Children's Games and Toys			Low
483		Sports	Sports				Low
484	483	American Football	Sports	American Football			Low
485	483	Boxing	Sports	Boxing			Low
486	483	Cheerleading	Sports	Cheerleading			Low
487	483	College Sports	Sports	College Sports			Low
488	487	College Football	Sports	College Sports	College Football		Low
489	487	College Basketball	Sports	College Sports	College Basketball		Low
490	487	College Baseball	Sports	College Sports	College Baseball		Low
491	483	Cricket	Sports	Cricket			Low
492	483	Cycling	Sports	Cycling			Low
493	483	Darts	Sports	Darts			Low
494	483	Disabled Sports	Sports	Disabled Sports			Low
495	483	Diving	Sports	Diving			Low
496	483	Equine Sports	Sports	Equine Sports			Low
497	483	Horse Racing	Sports	Equine Sports	Horse Racing		Low
498	483	Extreme Sports	Sports	Extreme Sports			Low
499	498	Canoeing and Kayaking	Sports	Extreme Sports	Canoeing and Kayaking		Low
500	498	Climbing	Sports	Extreme Sports	Climbing		Low
501	498	Paintball	Sports	Extreme Sports	Paintball		Low
502	498	Scuba Diving	Sports	Extreme Sports	Scuba Diving		Low
503	498	Skateboarding	Sports	Extreme Sports	Skateboarding		Low
504	498	Snowboarding	Sports	Extreme Sports	Snowboarding		Low
505	498	Surfing and Bodyboarding	Sports	Extreme Sports	Surfing and Bodyboarding		Low
506	498	Waterskiing and Wakeboarding	Sports	Extreme Sports	Waterskiing and Wakeboarding		Low
507	483	Australian Rules Football	Sports	Australian Rules Football			Low
508	483	Fantasy Sports	Sports	Fantasy Sports			Low
509	483	Field Hockey	Sports	Field Hockey			Low
510	483	Figure Skating	Sports	Figure Skating			Low

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Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
511	483	Fishing Sports	Sports	Fishing Sports			Low
512	483	Golf	Sports	Golf			Low
513	483	Gymnastics	Sports	Gymnastics			Low
514	483	Hunting and Shooting	Sports	Hunting and Shooting			Low
515	483	Ice Hockey	Sports	Ice Hockey			Low
516	483	Inline Skating	Sports	Inline Skating			Low
517	483	Lacrosse	Sports	Lacrosse			Low
518	483	Auto Racing	Sports	Auto Racing			Low
519	518	Motorcycle Sports	Sports	Auto Racing	Motorcycle Sports		Low
520	483	Martial Arts	Sports	Martial Arts			Low
521	483	Olympic Sports	Sports	Olympic Sports			Low
522	521	Summer Olympic Sports	Sports	Olympic Sports	Summer Olympic Sports		Low
523	521	Winter Olympic Sports	Sports	Olympic Sports	Winter Olympic Sports		Low
524	483	Poker and Professional Gambling	Sports	Poker and Professional Gambling			High
525	483	Rodeo	Sports	Rodeo			Low
526	483	Rowing	Sports	Rowing			Low
527	483	Rugby	Sports	Rugby			Low
528	527	Rugby League	Sports	Rugby	Rugby League		Low
529	527	Rugby Union	Sports	Rugby	Rugby Union		Low
530	483	Sailing	Sports	Sailing			Low
531	483	Skiing	Sports	Skiing			Low
532	483	Snooker/Pool/Billiards	Sports	Snooker/Pool/Billiards			Low
533	483	Soccer	Sports	Soccer			Low
534	483	Badminton	Sports	Badminton			Low
535	483	Softball	Sports	Softball			Low
536	483	Squash	Sports	Squash			Low
537	483	Swimming	Sports	Swimming			Low
538	483	Table Tennis	Sports	Table Tennis			Low
539	483	Tennis	Sports	Tennis			Low
540	483	Track and Field	Sports	Track and Field			Low
541	483	Volleyball	Sports	Volleyball			Low
542	483	Walking	Sports	Walking			Low
543	483	Water Polo	Sports	Water Polo			Low
544	483	Weightlifting	Sports	Weightlifting			Low
545	483	Baseball	Sports	Baseball			Low
546	483	Wrestling	Sports	Wrestling			Low
547	483	Basketball	Sports	Basketball			Low
548	483	Beach Volleyball	Sports	Beach Volleyball			Low
549	483	Bodybuilding	Sports	Bodybuilding			Low
550	483	Bowling	Sports	Bowling			Low
551	483	Sports Equipment	Sports	Sports Equipment			Low
552		Style & Fashion	Style & Fashion				Low
553	552	Beauty	Style & Fashion	Beauty			Low
554	553	Hair Care	Style & Fashion	Beauty	Hair Care		Low
555	553	Makeup and Accessories	Style & Fashion	Beauty	Makeup and Accessories		Low
556	553	Nail Care	Style & Fashion	Beauty	Nail Care		Low
557	553	Natural and Organic Beauty	Style & Fashion	Beauty	Natural and Organic Beauty		Low
558	553	Perfume and Fragrance	Style & Fashion	Beauty	Perfume and Fragrance		Low
559	553	Skin Care	Style & Fashion	Beauty	Skin Care		Low
560	552	Women's Fashion	Style & Fashion	Women's Fashion			Low
561	560	Women's Accessories	Style & Fashion	Women's Fashion	Women's Accessories		Low

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562	561	Women's Glasses	Style & Fashion	Women's Fashion	Women's Accessories	Women's Glasses	Low
563	561	Women's Handbags and Wallets	Style & Fashion	Women's Fashion	Women's Accessories	Women's Handbags and Wallets	Low
564	561	Women's Hats and Scarves	Style & Fashion	Women's Fashion	Women's Accessories	Women's Hats and Scarves	Low
565	561	Women's Jewelry and Watches	Style & Fashion	Women's Fashion	Women's Accessories	Women's Jewelry and Watches	Low
566	560	Women's Clothing	Style & Fashion	Women's Fashion	Women's Clothing		Low
567	566	Women's Business Wear	Style & Fashion	Women's Fashion	Women's Clothing	Women's Business Wear	Low
568	566	Women's Casual Wear	Style & Fashion	Women's Fashion	Women's Clothing	Women's Casual Wear	Low
569	566	Women's Formal Wear	Style & Fashion	Women's Fashion	Women's Clothing	Women's Formal Wear	Low
570	566	Women's Intimates and Sleepwear	Style & Fashion	Women's Fashion	Women's Clothing	Women's Intimates and Sleepwear	Low
571	566	Women's Outerwear	Style & Fashion	Women's Fashion	Women's Clothing	Women's Outerwear	Low
572	566	Women's Sportswear	Style & Fashion	Women's Fashion	Women's Clothing	Women's Sportswear	Low
573	560	Women's Shoes and Footwear	Style & Fashion	Women's Fashion	Women's Shoes and Footwear		Low
574	552	Body Art	Style & Fashion	Body Art			Medium
575	552	Children's Clothing	Style & Fashion	Children's Clothing			Low
576	552	Designer Clothing	Style & Fashion	Designer Clothing			Low
577	552	Fashion Trends	Style & Fashion	Fashion Trends			Low
578	552	High Fashion	Style & Fashion	High Fashion			Low
579	552	Men's Fashion	Style & Fashion	Men's Fashion			Low
580	579	Men's Accessories	Style & Fashion	Men's Fashion	Men's Accessories		Low
581	580	Men's Jewelry and Watches	Style & Fashion	Men's Fashion	Men's Accessories	Men's Jewelry and Watches	Low
582	579	Men's Clothing	Style & Fashion	Men's Fashion	Men's Clothing		Low
583	582	Men's Business Wear	Style & Fashion	Men's Fashion	Men's Clothing	Men's Business Wear	Low
584	582	Men's Casual Wear	Style & Fashion	Men's Fashion	Men's Clothing	Men's Casual Wear	Low
585	582	Men's Formal Wear	Style & Fashion	Men's Fashion	Men's Clothing	Men's Formal Wear	Low
586	582	Men's Outerwear	Style & Fashion	Men's Fashion	Men's Clothing	Men's Outerwear	Low
587	582	Men's Sportswear	Style & Fashion	Men's Fashion	Men's Clothing	Men's Sportswear	Low
588	582	Men's Underwear and Sleepwear	Style & Fashion	Men's Fashion	Men's Clothing	Men's Underwear and Sleepwear	Low
589	579	Men's Shoes and Footwear	Style & Fashion	Men's Fashion	Men's Shoes and Footwear		Low
590	552	Personal Care	Style & Fashion	Personal Care			Low
591	590	Bath and Shower	Style & Fashion	Personal Care	Bath and Shower		Low
592	590	Deodorant and Antiperspirant	Style & Fashion	Personal Care	Deodorant and Antiperspirant		Low
593	590	Oral care	Style & Fashion	Personal Care	Oral care		Low
594	590	Shaving	Style & Fashion	Personal Care	Shaving		Low
595	552	Street Style	Style & Fashion	Street Style			Low
596		Technology & Computing	Technology & Computing				Low
597	596	Artificial Intelligence	Technology & Computing	Artificial Intelligence			Low
598	596	Augmented Reality	Technology & Computing	Augmented Reality			Low
599	596	Computing	Technology & Computing	Computing			Low
600	599	Computer Networking	Technology & Computing	Computing	Computer Networking		Low
601	599	Computer Peripherals	Technology & Computing	Computing	Computer Peripherals		Low
602	599	Computer Software and Applications	Technology & Computing	Computing	Computer Software and Applications		Low
603	602	3-D Graphics	Technology & Computing	Computing	Computer Software and Applications	3-D Graphics	Low
604	602	Photo Editing Software	Technology & Computing	Computing	Computer Software and Applications	Photo Editing Software	Low
605	602	Shareware and Freeware	Technology & Computing	Computing	Computer Software and Applications	Shareware and Freeware	Low
606	602	Video Software	Technology & Computing	Computing	Computer Software and Applications	Video Software	Low
607	602	Web Conferencing	Technology & Computing	Computing	Computer Software and Applications	Web Conferencing	Low
608	602	Antivirus Software	Technology & Computing	Computing	Computer Software and Applications	Antivirus Software	Low
609	602	Browsers	Technology & Computing	Computing	Computer Software and Applications	Browsers	Low
610	602	Computer Animation	Technology & Computing	Computing	Computer Software and Applications	Computer Animation	Low
611	602	Databases	Technology & Computing	Computing	Computer Software and Applications	Databases	Low
612	602	Desktop Publishing	Technology & Computing	Computing	Computer Software and Applications	Desktop Publishing	Low

# A-s IAB Tech Lab Content Taxonomy Mapping

IAB Tech Lab common license

Content Taxonomy version 2.1 final release November 2019

Tech Lab suggestions

Brave Suggestions (not covered by TL)

<https://brave.com/wp-content/uploads/IAB-taxonomy-v1-marked-up.pdf>

**High Risk Tolerance:** The direct depiction or glamorization of content presented in an insensitive manner.

**Medium Risk Tolerance:** Dramatic depiction of category content for art or entertainment. Includes news coverage related to the category.

**Low Risk Tolerance:** Educational, informative, or scientific content related to the category. Includes news features related to the category.

Relational ID System			Content Taxonomy v2 with Tiered Categories				APB Suitability categorization
Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
613	602	Digital Audio	Technology & Computing	Computing	Computer Software and Applications	Digital Audio	Low
614	602	Graphics Software	Technology & Computing	Computing	Computer Software and Applications	Graphics Software	Low
615	602	Operating Systems	Technology & Computing	Computing	Computer Software and Applications	Operating Systems	Low
616	599	Data Storage and Warehousing	Technology & Computing	Computing	Data Storage and Warehousing		Low
617	599	Desktops	Technology & Computing	Computing	Desktops		Low
618	599	Information and Network Security	Technology & Computing	Computing	Information and Network Security		Medium
619	599	Internet	Technology & Computing	Computing	Internet		Low
620	619	Cloud Computing	Technology & Computing	Computing	Internet	Cloud Computing	Low
621	619	Web Development	Technology & Computing	Computing	Internet	Web Development	Low
622	619	Web Hosting	Technology & Computing	Computing	Internet	Web Hosting	Low
623	619	Email	Technology & Computing	Computing	Internet	Email	Low
624	619	Internet for Beginners	Technology & Computing	Computing	Internet	Internet for Beginners	Low
625	619	Internet of Things	Technology & Computing	Computing	Internet	Internet of Things	Low
626	619	IT and Internet Support	Technology & Computing	Computing	Internet	IT and Internet Support	Low
627	619	Search	Technology & Computing	Computing	Internet	Search	Low
628	619	Social Networking	Technology & Computing	Computing	Internet	Social Networking	Low
629	619	Web Design and HTML	Technology & Computing	Computing	Internet	Web Design and HTML	Low
630	599	Laptops	Technology & Computing	Computing	Laptops		Low
631	599	Programming Languages	Technology & Computing	Computing	Programming Languages		Low
632	596	Consumer Electronics	Technology & Computing	Consumer Electronics			Low
633	632	Cameras and Camcorders	Technology & Computing	Consumer Electronics	Cameras and Camcorders		Low
634	632	Home Entertainment Systems	Technology & Computing	Consumer Electronics	Home Entertainment Systems		Low
635	632	Smartphones	Technology & Computing	Consumer Electronics	Smartphones		Low
636	632	Tablets and E-readers	Technology & Computing	Consumer Electronics	Tablets and E-readers		Low
637	632	Wearable Technology	Technology & Computing	Consumer Electronics	Wearable Technology		Low
638	596	Robotics	Technology & Computing	Robotics			Low
639	596	Virtual Reality	Technology & Computing	Virtual Reality			Low
640		Television	Television				Low
641	640	Animation TV	Television	Animation TV			Low
642	640	Soap Opera TV	Television	Soap Opera TV			Low
643	640	Special Interest TV	Television	Special Interest TV			Low
644	640	Sports TV	Television	Sports TV			Low
645	640	Children's TV	Television	Children's TV			Low
646	640	Comedy TV	Television	Comedy TV			Low
647	640	Drama TV	Television	Drama TV			Low
648	640	Factual TV	Television	Factual TV			Low
649	640	Holiday TV	Television	Holiday TV			Low
650	640	Music TV	Television	Music TV			Low
651	640	Reality TV	Television	Reality TV			Low
652	640	Science Fiction TV	Television	Science Fiction TV			Low
653		Travel	Travel				Low
654	653	Travel Accessories	Travel	Travel Accessories			Low
655	653	Travel Locations	Travel	Travel Locations			Low
656	655	Africa Travel	Travel	Travel Locations	Africa Travel		Low
657	655	Asia Travel	Travel	Travel Locations	Asia Travel		Low
658	655	Australia and Oceania Travel	Travel	Travel Locations	Australia and Oceania Travel		Low
659	655	Europe Travel	Travel	Travel Locations	Europe Travel		Low
660	655	North America Travel	Travel	Travel Locations	North America Travel		Low
661	655	Polar Travel	Travel	Travel Locations	Polar Travel		Low
662	655	South America Travel	Travel	Travel Locations	South America Travel		Low
663	653	Travel Preparation and Advice	Travel	Travel Preparation and Advice			Low

# A-s iab. Content Taxonomy Mapping

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Relational ID System			Content Taxonomy v2 with Tiered Categories				APB Suitability categorization
Unique ID	Parent	Name	Tier 1	Tier 2	Tier 3	Tier 4	Low, Medium, High Risk Threshold
664	653	Travel Type	Travel	Travel Type			Low
665	664	Adventure Travel	Travel	Travel Type	Adventure Travel		Low
666	664	Family Travel	Travel	Travel Type	Family Travel		Low
667	664	Honeymoons and Getaways	Travel	Travel Type	Honeymoons and Getaways		Low
668	664	Hotels and Motels	Travel	Travel Type	Hotels and Motels		Low
669	664	Rail Travel	Travel	Travel Type	Rail Travel		Low
670	664	Road Trips	Travel	Travel Type	Road Trips		Low
671	664	Spas	Travel	Travel Type	Spas		Low
672	664	Air Travel	Travel	Travel Type	Air Travel		Low
673	664	Beach Travel	Travel	Travel Type	Beach Travel		Low
674	664	Bed & Breakfasts	Travel	Travel Type	Bed & Breakfasts		Low
675	664	Budget Travel	Travel	Travel Type	Budget Travel		Low
676	664	Business Travel	Travel	Travel Type	Business Travel		Low
677	664	Camping	Travel	Travel Type	Camping		Low
678	664	Cruises	Travel	Travel Type	Cruises		Low
679	664	Day Trips	Travel	Travel Type	Day Trips		Low
680		Video Gaming	Video Gaming				Low
681	680	Console Games	Video Gaming	Console Games			Low
682	680	eSports	Video Gaming	eSports			Low
683	680	Mobile Games	Video Gaming	Mobile Games			Low
684	680	PC Games	Video Gaming	PC Games			Low
685	680	Video Game Genres	Video Gaming	Video Game Genres			Low
686	685	Action Video Games	Video Gaming	Video Game Genres	Action Video Games		Low
687	685	Role-Playing Video Games	Video Gaming	Video Game Genres	Role-Playing Video Games		Low
688	685	Simulation Video Games	Video Gaming	Video Game Genres	Simulation Video Games		Low
689	685	Sports Video Games	Video Gaming	Video Game Genres	Sports Video Games		Low
690	685	Strategy Video Games	Video Gaming	Video Game Genres	Strategy Video Games		Low
691	685	Action-Adventure Video Games	Video Gaming	Video Game Genres	Action-Adventure Video Games		Low
692	685	Adventure Video Games	Video Gaming	Video Game Genres	Adventure Video Games		Low
693	685	Casual Games	Video Gaming	Video Game Genres	Casual Games		Low
694	685	Educational Video Games	Video Gaming	Video Game Genres	Educational Video Games		Low
695	685	Exercise and Fitness Video Games	Video Gaming	Video Game Genres	Exercise and Fitness Video Games		Low
696	685	MMOs	Video Gaming	Video Game Genres	MMOs		Low
697	685	Music and Party Video Games	Video Gaming	Video Game Genres	Music and Party Video Games		Low
698	685	Puzzle Video Games	Video Gaming	Video Game Genres	Puzzle Video Games		Low