

IAB Categories

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From Section 5.1 of the [OpenRTB 2.5 Spec](#)

IAB1 - Arts & Entertainment

Value	Category Name	Examples (where applicable)
IAB1-1	Books & Literature	
IAB1-2	Celebrity Fan/Gossip	
IAB1-3	Fine Art	
IAB1-4	Humor	
IAB1-5	Movies	
IAB1-6	Music	ringtone
IAB1-7	Television	

IAB2 - Automotive

Value	Category Name	Examples (where applicable)
IAB2-1	Auto Parts	
IAB2-2	Auto Repair	
IAB2-3	Buying/Selling Cars	
IAB2-4	Car Culture	
IAB2-5	Certified Pre-Owned	
IAB2-6	Convertible	
IAB2-7	Coupe	
IAB2-8	Crossover	
IAB2-9	Diesel	

IAB2-10	Electric Vehicle	
IAB2-11	Hatchback	
IAB2-12	Hybrid	
IAB2-13	Luxury	
IAB2-14	MiniVan	
IAB2-15	Mororcycles	
IAB2-16	Off-Road Vehicles	
IAB2-17	Performance Vehicles	
IAB2-18	Pickup	
IAB2-19	Road-Side Assistance	
IAB2-20	Sedan	
IAB2-21	Trucks & Accessories	
IAB2-22	Vintage Cars	
IAB2-23	Wagon	

IAB3 - Business

Value	Category Name	Examples (where applicable)
IAB3-1	Advertising	
IAB3-2	Agriculture	
IAB3-3	Biotech/Biomedical	
IAB3-4	Business Software	
IAB3-5	Construction	
IAB3-6	Forestry	
IAB3-7	Government	Lottery and scratch-offs
IAB3-8	Green Solutions	
IAB3-9	Human Resources	

IAB3-10	Logistics	
IAB3-11	Marketing	
IAB3-12	Metals	

IAB4 - Careers

Value	Category Name	Examples (where applicable)
IAB4-1	Career Planning	
IAB4-2	College	
IAB4-3	Financial Aid	
IAB4-4	Job Fairs	
IAB4-5	Job Search	
IAB4-6	Resume Writing/Advice	
IAB4-7	Nursing	
IAB4-8	Scholarships	
IAB4-9	Telecommuting	
IAB4-10	U.S. Military	
IAB4-11	Career Advice	

IAB5 - Education

Value	Category Name	Examples (where applicable)
IAB5-1	7-12 Education	
IAB5-2	Adult Education	
IAB5-3	Art History	
IAB5-4	College Administration	
IAB5-5	College Life	
IAB5-6	Distance Learning	

IAB5-7	English as a 2nd Language	
IAB5-8	Language Learning	
IAB5-9	Graduate School	
IAB5-10	Homeschooling	
IAB5-11	Homework/Study Tips	
IAB5-12	K-6 Educators	
IAB5-13	Private School	
IAB5-14	Special Education	
IAB5-15	Studying Business	

IAB6 - Family & Parenting

Value	Category Name	Examples (where applicable)
IAB6-1	Adoption	
IAB6-2	Babies & Toddlers	
IAB6-3	Daycare/Pre School	
IAB6-4	Family Internet	
IAB6-5	Parenting – K-6 Kids	
IAB6-6	Parenting teens	
IAB6-7	Pregnancy	
IAB6-8	Special Needs Kids	
IAB6-9	Eldercare	

IAB7 - Health & Fitness

Value	Category Name	Examples (where applicable)
IAB7-1	Exercise	
IAB7-2	A.D.D.	

IAB7-3	AIDS/HIV	
IAB7-4	Allergies	
IAB7-5	Alternative Medicine	
IAB7-6	Arthritis	
IAB7-7	Asthma	
IAB7-8	Autism/PDD	
IAB7-9	Bipolar Disorder	
IAB7-10	Brain Tumor	
IAB7-11	Cancer	
IAB7-12	Cholesterol	
IAB7-13	Chronic Fatigue Syndrome	
IAB7-14	Chronic Pain	
IAB7-15	Cold & Flu	
IAB7-16	Deafness	
IAB7-17	Dental Care	
IAB7-18	Depression	
IAB7-19	Dermatology	
IAB7-20	Diabetes	
IAB7-21	Epilepsy	
IAB7-22	GERD/Acid Reflux	
IAB7-23	Headaches/Migraines	
IAB7-24	Heart Disease	
IAB7-25	Herbs for Health	
IAB7-26	Holistic Healing	
IAB7-27	IBS/Crohn's Disease	
IAB7-28	Incest/Abuse Support	

IAB7-29	Incontinence	
IAB7-30	Infertility	
IAB7-31	Men's Health	
IAB7-32	Nutrition	
IAB7-33	Orthopedics	
IAB7-34	Panic/Anxiety Disorders	
IAB7-35	Pediatrics	
IAB7-36	Physical Therapy	
IAB7-37	Psychology/Psychiatry	
IAB7-38	Senior Health	
IAB7-39	Sexuality	abortion
IAB7-40	Sleep Disorders	
IAB7-41	Smoking Cessation	
IAB7-42	Substance Abuse	
IAB7-43	Thyroid Disease	
IAB7-44	Weight Loss	
IAB7-45	Women's Health	

IAB8 - Food & Drink

Value	Category Name	Examples (where applicable)
IAB8-1	American Cuisine	Burgers, burger houses, steakhouses, online selling of american cuisine (e.g. seamless, grubhub,etc)
IAB8-2	Barbecues & Grilling	Barbecues (food), barbecues (physical equipments), grills (physical stores)
IAB8-3	Cajun/Creole	Cajun food, creole food, Cajun foodhouses, Creole foodhouses, equipments/recipes needed for Cajun/creole food
IAB8-	Chinese	Chinese food, Chinese restaurants, equipments/recipes

4	Cuisine	needed for Chinese food
IAB8-5	Cocktails/Beer	Beer, hard liquor (vodka, rum, scotch, whiskey, etc), any cocktails made using hard liquor, any company looking to sell beer, hard liquor, cocktails made using hard liquor, whether online or physical
IAB8-6	Coffee/Tea	Coffee, tea, coffee/tea derivatives, online websites/apps that sell coffee/tea, coffee/tea derivatives, physical locations that sell that sell coffee/tea, coffee/tea derivatives
IAB8-7	Cuisine-Specific	Books/recipes/articles/websites/blogs that provide information on any type of specific cuisine not covered by other IAB categories
IAB8-8	Desserts & Baking	Desserts / baking / Books/recipes/articles/websites/blogs that provide information on desserts & baking
IAB8-9	Dining Out	Restaurants / Michelin guidebooks promoting physical restaurant locations
IAB8-10	Food Allergies	Information related to all food related allergies, including lactose intolerance, peanut butter allergies, etc
IAB8-11	French Cuisine	French food, French restaurants, equipments/recipes needed for French food
IAB8-12	Health/Lowfat Cooking	Information related to all healthy, lowfat cooking, including but not limited to organic food, edible oils, etc.
IAB8-13	Italian Cuisine	Italian food, Italian restaurants, equipments/recipes needed for Italian food, Festivals related to italian food
IAB8-14	Japanese Cuisine	Japanese food, Japanese restaurants, equipments/recipes needed for Japanese food, Festivals related to Japanese food
IAB8-15	Mexican Cuisine	Mexican food, Mexican restaurants, equipments/recipes needed for Mexican food, Festivals related to Mexican food
IAB8-16	Vegan	All food, recipes, restaurants, festivals related to the practice of veganism (abstainment from use of animal products)
IAB8-17	Vegetarian	All food, recipes, restaurants, festivals related to the practice of vegetarianism (abstainment from the consumption of meat)
IAB8-		Wine, wine cocktails, online and offline sales of wine, wineries,

18	Wine	wine making classes, wine-tasting
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IAB9 - Hobbies & Interests

Value	Category Name	Examples (where applicable)
IAB9-1	Art/Technology	Arts depicting technology, technology using art (e.g promoting an ipad app for painting,), education materials related to the intersection of arts and technology, technology used for designs
IAB9-2	Arts & Crafts	Arts, handicrafts, online and offline sale of arts, art auctions, art exhibits, events dedicated to arts (painting, dance, orchestras), etc.
IAB9-3	Beadwork	Everything in Arts&crafts that speacializes in beadwork
IAB9-4	Birdwatching	Activities related to birds, events related to watching birds/informative events about birds/ apps or websites promoting or providing information on such events
IAB9-5	Board Games/Puzzles	Games/activities related to solving puzzles, board games, online version of such games, offline activities promoting such games
IAB9-6	Candle & Soap Making	Activities promoting candle making, soap making, information on candle making, information on soap making
IAB9-7	Card Games	Real-money gambling e.g. Casino Advertising Gambling, Casino advertising resort, online gambling, penny auctions, scratch cards, sports betting other gambling
IAB9-8	Chess	Physical games of chess, events promoting chess games (chess tournaments), chess apps/websites
IAB9-9	Cigars	Cigars, cigarettes, tobacco products, online and offline sales of tobacco products
IAB9-10	Collecting	Activies / events promoting collection of any material for a prolonged period of time,including but not limited to

		stamps, coins, bitcoins, envelopes, etc
IAB9-11	Comic Books	
IAB9-12	Drawing/Sketching	
IAB9-13	Freelance Writing	
IAB9-14	Genealogy	
IAB9-15	Getting Published	
IAB9-16	Guitar	
IAB9-17	Home Recording	
IAB9-18	Investors & Patents	
IAB9-19	Jewelry Making	
IAB9-20	Magic & Illusion	
IAB9-21	Needlework	
IAB9-22	Painting	
IAB9-23	Photography	
IAB9-24	Radio	
IAB9-25	Roleplaying Games	

IAB9-26	Sci-Fi & Fantasy	
IAB9-27	Scrapbooking	
IAB9-28	Screenwriting	
IAB9-29	Stamps & Coins	
IAB9-30	Video & Computer Games	Computer and Video Games or Free casino-type games
IAB9-31	Woodworking	

IAB10 - Home & Garden

Value	Category Name	Examples (where applicable)
IAB10-1	Appliances	
IAB10-2	Entertaining	
IAB10-3	Environmental Safety	
IAB10-4	Gardening	
IAB10-5	Home Repair	
IAB10-6	Home Theater	
IAB10-7	Interior Decorating	
IAB10-8	Landscaping	
IAB10-9	Remodeling & Construction	

IAB11 - Law, Gov't & Politics

Value	Category Name	Examples (where applicable)
IAB11-1	Immigration	

IAB11-2	Legal Issues	
IAB11-3	U.S. Government Resources	
IAB11-4	Politics	
IAB11-5	Commentary	

IAB12 - News

Value	Category Name	Examples (where applicable)
IAB12-1	International News	
IAB12-2	National News	
IAB12-3	Local News	

IAB13 - Personal Finance

Value	Category Name	Examples (where applicable)
IAB13-1	Beginning Investing	
IAB13-2	Credit/Debt & Loans	
IAB13-3	Financial News	
IAB13-4	Financial Planning	
IAB13-5	Hedge Fund	
IAB13-6	Insurance	
IAB13-7	Investing	
IAB13-8	Mutual Funds	
IAB13-9	Options	
IAB13-10	Retirement Planning	
IAB13-11	Stocks	
IAB13-12	Tax Planning	

IAB14 - Society

Value	Category Name	Examples (where applicable)
IAB14-1	Dating	
IAB14-2	Divorce Support	
IAB14-3	Gay Life	
IAB14-4	Marriage	
IAB14-5	Senior Living	
IAB14-6	Teens	
IAB14-7	Weddings	
IAB14-8	Ethnic Specific	

IAB15 - Science

Value	Category Name	Examples (where applicable)
IAB15-1	Astrology	
IAB15-2	Biology	
IAB15-3	Chemistry	
IAB15-4	Geology	
IAB15-5	Paranormal Phenomena	
IAB15-6	Physics	
IAB15-7	Space/Astronomy	
IAB15-8	Geography	
IAB15-9	Botany	
IAB15-10	Weather	

IAB16 - Pets

Value	Category Name	Examples (where applicable)
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IAB16-1	Aquariums	
IAB16-2	Birds	
IAB16-3	Cats	
IAB16-4	Dogs	
IAB16-5	Large Animals	
IAB16-6	Reptiles	
IAB16-7	Veterinary Medicine	

IAB17 - Sports

Value	Category Name	Examples (where applicable)
IAB17-1	Auto Racing	
IAB17-2	Baseball	
IAB17-3	Bicycling	
IAB17-4	Bodybuilding	
IAB17-5	Boxing	
IAB17-6	Canoeing/Kayaking	
IAB17-7	Cheerleading	
IAB17-8	Climbing	
IAB17-9	Cricket	
IAB17-10	Figure Skating	
IAB17-11	Fly Fishing	
IAB17-12	Football	
IAB17-13	Freshwater Fishing	
IAB17-14	Game & Fish	
IAB17-15	Golf	
IAB17-16	Horse Racing	

IAB17-17	Horses	
IAB17-18	Hunting/Shooting	
IAB17-19	Inline Skating	
IAB17-20	Martial Arts	
IAB17-21	Mountain Biking	
IAB17-22	NASCAR Racing	
IAB17-23	Olympics	
IAB17-24	Paintball	
IAB17-25	Power & Motorcycles	
IAB17-26	Pro Basketball	
IAB17-27	Pro Ice Hockey	
IAB17-28	Rodeo	
IAB17-29	Rugby	
IAB17-30	Running/Jogging	
IAB17-31	Sailing	
IAB17-32	Saltwater Fishing	
IAB17-33	Scuba Diving	
IAB17-34	Skateboarding	
IAB17-35	Skiing	
IAB17-36	Snowboarding	
IAB17-37	Surfing/Bodyboarding	
IAB17-38	Swimming	
IAB17-39	Table Tennis/Ping-Pong	
IAB17-40	Tennis	
IAB17-41	Volleyball	
IAB17-42	Walking	
IAB17-43	Waterski/Wakeboard	

IAB17-44	World Soccer	
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IAB18 - Style & Fashion

Value	Category Name	Examples (where applicable)
IAB18-1	Beauty	
IAB18-2	Body Art	
IAB18-3	Fashion	
IAB18-4	Jewelry	
IAB18-5	Clothing	lingerie
IAB18-6	Accessories	

IAB19 - Technology & Computing

Value	Category Name	Examples (where applicable)
IAB19-1	3-D Graphics	
IAB19-2	Animation	
IAB19-3	Antivirus Software	
IAB19-4	C/C++	
IAB19-5	Cameras & Camcorders	
IAB19-6	Cell Phones	
IAB19-7	Computer Certification	
IAB19-8	Computer Networking	
IAB19-9	Computer Peripherals	
IAB19-10	Computer Reviews	
IAB19-11	Data Centers	
IAB19-12	Databases	

IAB19-13	Desktop Publishing	
IAB19-14	Desktop Video	
IAB19-15	Email	
IAB19-16	Graphics Software	
IAB19-17	Home Video/DVD	
IAB19-18	Internet Technology	
IAB19-19	Java	
IAB19-20	JavaScript	
IAB19-21	Mac Support	
IAB19-22	MP3/MIDI	
IAB19-23	Net Conferencing	
IAB19-24	Net for Beginners	
IAB19-25	Network Security	
IAB19-26	Palmtops/PDAs	
IAB19-27	PC Support	
IAB19-28	Portable	
IAB19-29	Entertainment	
IAB19-30	Shareware/Freeware	
IAB19-31	Unix	
IAB19-32	Visual Basic	
IAB19-33	Web Clip Art	
IAB19-34	Web Design/HTML	
IAB19-35	Web Search	
IAB19-36	Windows	

IAB20 - Travel

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Value	Category Name	Examples (where applicable)
IAB20-1	Adventure Travel	
IAB20-2	Africa	
IAB20-3	Air Travel	
IAB20-4	Australia & New Zealand	
IAB20-5	Bed & Breakfasts	
IAB20-6	Budget Travel	
IAB20-7	Business Travel	
IAB20-8	By US Locale	
IAB20-9	Camping	
IAB20-10	Canada	
IAB20-11	Caribbean	
IAB20-12	Cruises	
IAB20-13	Eastern Europe	
IAB20-14	Europe	
IAB20-15	France	
IAB20-16	Greece	
IAB20-17	Honeymoons/Getaways	
IAB20-18	Hotels	Including casino hotels where only the hotel is advertised
IAB20-		

19	Italy	
IAB20-20	Japan	
IAB20-21	Mexico & Central America	
IAB20-22	National Parks	
IAB20-23	South America	
IAB20-24	Spas	
IAB20-25	Theme Parks	
IAB20-26	Traveling with Kids	
IAB20-27	United Kingdom	

IAB21 - Real Estate

Value	Category Name	Examples (where applicable)
IAB21-1	Apartments	
IAB21-2	Architects	
IAB21-3	Buying/Selling Homes	

IAB22 - Shopping

Value	Category Name	Examples (where applicable)
IAB22-1	Contests & Freebies	
IAB22-2	Coupons	

IAB22-3	Comparison	
IAB22-4	Engines	

IAB23 - Religion & Spirituality

Value	Category Name	Examples (where applicable)
IAB23-1	Alternative Religions	
IAB23-2	Atheism/Agnosticism	
IAB23-3	Buddhism	
IAB23-4	Catholicism	
IAB23-5	Christianity	
IAB23-6	Hinduism	
IAB23-7	Islam	
IAB23-8	Judaism	
IAB23-9	Latter-Day Saints	
IAB23-10	Pagan/Wiccan	

IAB24 - Uncategorized

No Sub Categories

IAB25 - Non-Standard Content

Value	Category Name	Examples (where applicable)
IAB25-1	Unmoderated UGC	
IAB25-2	Extreme Graphic/Explicit Violence	
IAB25-3	Pornography	
IAB25-4	Profane Content	
IAB25-5	Hate Content	

IAB25-6	Under Construction	
IAB25-7	Incentivized	

IAB26 - Illegal Content

Value	Category Name	Examples (where applicable)
IAB26-1	Illegal Content	
IAB26-2	Warez	
IAB26-3	Spyware/Malware	
IAB26-4	Copyright Infringement	
