

IAB Categories (a.k.a. OpenRTB Code)

The IAB categories are an industry standard and are heavily used in services like advertising and Internet security and filtering appliances. There are 26 tier-1 (top level) categories, 366 tier-2 (sub level) categories, and an additional 12 tier-3 categories that are specific to the Webshrinker category service. The total number of categories are 404.

QAG Category (Tier1 and Tier2)	OpenRTB Code
Arts & Entertainment	IAB1
Books & Literature	IAB1-1
Celebrity Fan/Gossip	IAB1-2
Fine Art	IAB1-3
Humor	IAB1-4
Movies	IAB1-5
Music	IAB1-6
Television	IAB1-7
Gambling/Casino	IAB1-8
Lottery	IAB1-9
Magazines	IAB1-10
Concerts	IAB1-11
Museums	IAB1-12
Automotive	IAB2
Auto Parts	IAB2-1
Auto Repair	IAB2-2
Buying/Selling Cars	IAB2-3
Car Culture	IAB2-4
Certified Pre-Owned	IAB2-5
Convertible	IAB2-6
Coupe	IAB2-7
Crossover	IAB2-8
Diesel	IAB2-9
Electric Vehicle	IAB2-10
Hatchback	IAB2-11
Hybrid	IAB2-12
Luxury	IAB2-13
MiniVan	IAB2-14
Mortorcycles	IAB2-15
Off-Road Vehicles	IAB2-16
Performance Vehicles	IAB2-17
Pickup	IAB2-18
Road-Side Assistance	IAB2-19
Sedan	IAB2-20
Trucks & Accessories	IAB2-21
Vintage Cars	IAB2-22

Wagon	IAB2-23
Recreational Vehicles	IAB2-24
Car Wash	IAB2-25
Business	IAB3
Advertising	IAB3-1
Agriculture	IAB3-2
Biotech/Biomedical	IAB3-3
Business Software	IAB3-4
Construction	IAB3-5
Forestry	IAB3-6
Government	IAB3-7
Green Solutions	IAB3-8
Human Resources	IAB3-9
Logistics	IAB3-10
Marketing	IAB3-11
Metals	IAB3-12
Cable Companies	IAB3-13
Internet/Broadband	IAB3-14
Phone/Services	IAB3-15
Storage Facilities	IAB3-16
Transportation	IAB3-17
Conference/Events/Seminars	IAB3-18
Convenience / Gas	IAB3-19
Laundry / dry cleaning	IAB3-20
Mortuaries	IAB3-21
Utility Companies	IAB3-22
Equipment Rentals	IAB3-23
Record Labels	IAB3-24
Attorney	IAB3-25
Careers	IAB4
Career Planning	IAB4-1
College	IAB4-2
Financial Aid	IAB4-3
Job Fairs	IAB4-4
Job Search	IAB4-5
Resume Writing/Advice	IAB4-6
Nursing	IAB4-7
Scholarships	IAB4-8
Telecommuting	IAB4-9
U.S. Military	IAB4-10
Career Advice	IAB4-11

Employment Agencies	IAB4-12
Education	IAB5
7-12 Education	IAB5-1
Adult Education	IAB5-2
Art History	IAB5-3
Colledge Administration	IAB5-4
College Life	IAB5-5
Distance Learning	IAB5-6
English as a 2nd Language	IAB5-7
Language Learning	IAB5-8
Graduate School	IAB5-9
Homeschooling	IAB5-10
Homework/Study Tips	IAB5-11
K-6 Educators	IAB5-12
Private School	IAB5-13
Special Education	IAB5-14
Studying Business	IAB5-15
Family & Parenting	IAB6
Adoption	IAB6-1
Babies & Toddlers	IAB6-2
Daycare/Pre School	IAB6-3
Family Internet	IAB6-4
Parenting - K-6 Kids	IAB6-5
Parenting teens	IAB6-6
Pregnancy	IAB6-7
Special Needs Kids	IAB6-8
Eldercare	IAB6-9
Health & Fitness	IAB7
Exercise	IAB7-1
A.D.D.	IAB7-2
AIDS/HIV	IAB7-3
Allergies	IAB7-4
Alternative Medicine	IAB7-5
Arthritis	IAB7-6
Asthma	IAB7-7
Autism/PDD	IAB7-8
Bipolar Disorder	IAB7-9
Brain Tumor	IAB7-10
Cancer	IAB7-11
Cholesterol	IAB7-12
Chronic Fatigue Syndrome	IAB7-13

Chronic Pain	IAB7-14
Cold & Flu	IAB7-15
Deafness	IAB7-16
Dental Care	IAB7-17
Depression	IAB7-18
Dermatology	IAB7-19
Diabetes	IAB7-20
Epilepsy	IAB7-21
GERD/Acid Reflux	IAB7-22
Headaches/Migraines	IAB7-23
Heart Disease	IAB7-24
Herbs for Health	IAB7-25
Holistic Healing	IAB7-26
IBS/Crohn's Disease	IAB7-27
Incest/Abuse Support	IAB7-28
Incontinence	IAB7-29
Infertility	IAB7-30
Men's Health	IAB7-31
Nutrition	IAB7-32
Orthopedics	IAB7-33
Panic/Anxiety Disorders	IAB7-34
Pediatrics	IAB7-35
Physical Therapy	IAB7-36
Psychology/Psychiatry	IAB7-37
Senior Health	IAB7-38
Sexuality	IAB7-39
Sleep Disorders	IAB7-40
Smoking Cessation	IAB7-41
Substance Abuse	IAB7-42
Thyroid Disease	IAB7-43
Weight Loss	IAB7-44
Women's Health	IAB7-45
Cosmetic Surgery	IAB7-46
Laser Eye Care	IAB7-47
Optical/Eye Care	IAB7-48
Physicians / Physician Services	IAB7-49
Vitamins / Supplements	IAB7-50
Pharmacy	IAB7-51
Hospitals	IAB7-52
Clinical Research	IAB7-53
Chiropractic	IAB7-54

Food & Drink	IAB8
American Cuisine	IAB8-1
Barbecues & Grilling	IAB8-2
Cajun/Creole	IAB8-3
Chinese Cuisine	IAB8-4
Cocktails/Beer	IAB8-5
Coffee/Tea	IAB8-6
Cuisine-Specific	IAB8-7
Desserts & Baking	IAB8-8
Dining Out	IAB8-9
Food Allergies	IAB8-10
French Cuisine	IAB8-11
Health/Lowfat Cooking	IAB8-12
Italian Cuisine	IAB8-13
Japanese Cuisine	IAB8-14
Mexican Cuisine	IAB8-15
Vegan	IAB8-16
Vegetarian	IAB8-17
Wine	IAB8-18
Beverages	IAB8-19
Catering	IAB8-20
Fast Food	IAB8-21
Pizza	IAB8-22
Night Clubs/Bars	IAB8-23
Hobbies & Interests	IAB9
Art/Technology	IAB9-1
Arts & Crafts	IAB9-2
Beadwork	IAB9-3
Birdwatching	IAB9-4
Board Games/Puzzles	IAB9-5
Candle & Soap Making	IAB9-6
Card Games	IAB9-7
Chess	IAB9-8
Cigars	IAB9-9
Collecting	IAB9-10
Comic Books	IAB9-11
Drawing/Sketching	IAB9-12
Freelance Writing	IAB9-13
Genealogy	IAB9-14
Getting Published	IAB9-15
Guitar	IAB9-16

Home Recording	IAB9-17
Investors & Patents	IAB9-18
Jewelry Making	IAB9-19
Magic & Illusion	IAB9-20
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Painting	IAB9-22
Photography	IAB9-23
Radio	IAB9-24
Roleplaying Games	IAB9-25
Sci-Fi & Fantasy	IAB9-26
Scrapbooking	IAB9-27
Screenwriting	IAB9-28
Stamps & Coins	IAB9-29
Video & Computer Games	IAB9-30
Woodworking	IAB9-31
Fire Arms/Gun Shows	IAB9-32
Home & Garden	IAB10
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Entertaining	IAB10-2
Environmental Safety	IAB10-3
Gardening	IAB10-4
Home Repair	IAB10-5
Home Theater	IAB10-6
Interior Decorating	IAB10-7
Landscaping	IAB10-8
Remodeling & Construction	IAB10-9
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Law, Gov't & Politics	IAB11

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Buddhism	IAB23-3
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Extreme Graphic/Explicit Violence	IAB25-2
Pornography	IAB25-3
Profane Content	IAB25-4
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Under Construction	IAB25-6
Incentivized	IAB25-7
Illegal Content	IAB26
Illegal Content	IAB26-1
Warez	IAB26-2
Spyware/Malware	IAB26-3
Copyright Infringement	IAB26-4

Reference: <https://www.iab.com/wp-content/uploads/2015/06/DAASTAdCategories.xlsx>