

PARAMOUNT GLOBAL ADVERTISING STANDARDS CATEGORY LIST 2023

CATEGORY	Primary	Backup
Adult Materials	JM	SW
Alcohol (Brewers/Distillers A-L)	JM	HR
Alcohol (Brewers/Distillers M-Z)	SW	JB
Automobiles / Gas	RM	JB
Baby Products	RM	MM
Beverages	JB	RM
Billboards	MM	HR
Candy/Food/Snacks	MM	JM
Cleaning and Laundry Products	RM	ES
Clothing/Apparel/Footwear	MM	RM
Competitive (Networks A-D)	MM	JM
Competitive (Networks E-M)	ES	SW
Competitive (Networks N-Z)	HR	ZB
Competitive - Streaming (Platforms A-G)	SW	ES
Competitive - Streaming (Platforms H-Z)	JB	MM
Computer Products/Companies/Services	ES	JB
Corporate/Businesses/Organizations	HR	ZB
Cosmetics	RM	HR
Dietary & Nutritional Supplements/Vitamins	HR	SW
Electronics	MM	RM
Financial	ES	JB
Fragrances (Cologne, Perfume, Body Sprays)	HR	JM
Gambling/Casinos	CC	ZB
Hair Care	RM	ZB
Household Products and Appliances	ES	MM
Insurance	ES	JM
Medical Devices and Supplies	JB	RM
Miscellaneous	ZB	ES
Movies (Studios A-H)	JM	ES
Movies (Studios I-S)	HR	JB
Movies (Studios T-Z)	SW	ZB
Music Labels	SW	HR
Oral Hygiene	JM	JB
Over the Counter Medications	SW	HR
Paid Programming	MM	ES
Personal Care Products	SW	HR
Pet Food/Pet Care	JB	RM
Phone & Communication	JM	ES
Political	CC	ZB
Prescription Medications	HR	SW
Real Estate	ES	ZB
Religious	CC	SW
Restaurants	MM	SW
Retail Stores	RM	MM
Shippers and Movers	ZB	JB
Skincare	JB	MM
Social/Dating/Chat/Text Chat	SW	JM
Sporting Goods/Fitness	JM	RM
Toys and Games	RM	JB
Travel and Transportation	ZB	RM
Video Games (A-L)	JM	MM
Video Games (M-Z)	ES	ZB
Web-Only Products, Apps, Services & Sites	JB	SW
Weight Loss (Ingestibles, Diet Goods & Products)	HR	JM

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