

PARAMOUNT GLOBAL ADVERTISING STANDARDS CATEGORY LIST 2024

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

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