

PARAMOUNT GLOBAL ADVERTISING STANDARDS CATEGORY LIST 2026

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

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