

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	JS
Baby Products	JS	JM
Beverages	JB	SW
Billboards	JS	MM
Candy/Food/Snacks	MM	JS
Cleaning and Laundry Products	RM	JB
Clothing/Apparel/Footwear	MM	RM
Competitive (Networks A-D)	MM	JM
Competitive (Networks E-M)	ES	JS
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	JS
Cosmetics	RM	HR
Dietary & Nutritional Supplements/Vitamins	HR	SW
Electronics	MM	RM
Financial	ES	JB
Fragrances (Cologne, Perfume, Body Sprays)	JS	RM
Gambling/Casinos	CC	ZB
Hair Care	RM	JS
Household Products and Appliances	JS	ES
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
Oral Hygiene	JM	MM
Over the Counter Medications	SW	HR
Paid Programming	MM	ES
Personal Care Products	SW	HR
Pet Food/Pet Care	JS	RM
Phone & Communication	JM	ES
Political	CC	ZB
Prescription Medications	HR	JB
Real Estate	ES	JM
Religious	CC	SW
Restaurants	MM	JS
Retail Stores	RM	MM
Shippers and Movers	JB	HR
Skincare	JB	MM
Social/Dating/Chat/Text Chat	SW	JM
Sporting Goods/Fitness	JS	HR
Toys and Games	RM	JB
Travel and Transportation	ZB	SW
Video Games (A-L)	JM	MM
Video Games (M-Z)	ES	JS
Web-Only Products, Apps, Services & Sites	JB	SW
Weight Loss (Ingestibles, Diet Goods & Products)	HR	JM

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