

Oracle Contextual Intelligence Segment Guide



Oracle Advertising's Contextual Intelligence solution analyzes complex content at scale to connect brands with relevant people at the right moment, or block content that would not be suitable to surround. This Segment Guide lists each of the readily available segments divided by type, along with a brief description.

Segment Type	Count	Segment Prefix	Description
Brand Safety Segments	12	gv_	Legacy brand safety segments and potentially false information segments.
Tiered Brand Safety Segments	44	gb_	Industry standard brand safety segments, in-line with the GARM framework.
Syndicated Segments	727	gs_	Standard off-the-shelf segments that target verticals and their subcategories, incorporating categories within IAB's Standard Content Taxonomy v3.0.
Predicts Segments	145	gs_predicts	Dynamic segments with automated optimization align around trending content.
Sentiment Segments	18	gt_	Segments that align around tone and the specific emotion that the content elicits.
Custom Segments	Custom	Custom	Unlimited custom targeting, safety and predicts segments, tailored to your brand's strategy.
Language Support	170	gl_	Language detection in over 170 languages with syndicated segments localised by a dedicated team of linguists in 38 languages.

Please note that the segment counts listed above are based on the English language. If you are looking for specific segments in additional languages, please reach out to your Oracle Advertising account manager.

Segment creation and maintenance

Segments are created with broad terms that encapsulate the entire category, as well as niche subcategories for more granular targeting. Oracle Advertising has a dedicated team continually monitoring and updating contextual segments to reflect the changing nature of web content.

Languages

Oracle Advertising is committed to providing contextual targeting on a global scale. We can reach consumers with localised syndicated segments available in the following **38 languages**. Oracle Contextual Intelligence has the ability to detect more than 170 languages for language-only targeting.

- Arabic
- Armenian
- Bulgarian
- Catalan
- Chinese Simplified
- Chinese Traditional
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Greek
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Khmer
- Lithuanian
- Malay
- Norwegian
- Polish
- Portuguese (incl. Brazil)
- Romanian
- Russian
- Slovak
- Slovenian
- Spanish (incl. Latin America)
- Swedish
- Tamil
- Tagalog
- Thai
- Turkish
- Ukrainian
- Vietnamese

Brand Safety

Oracle Contextual Intelligence is a global leader in contextual advertising solutions, utilized by brands, agencies and publishers, to power targeting and brand safety across billions of advertising impressions every month. Our proprietary technology utilizes multi-term matching, considering all words, their frequency, and relationships to the other words on the page to determine the true meaning of the content. Allowing modern marketers to reach desired audiences through relevant content adjacency, and protect brands from appearing in inappropriate environments or on disinformation sites. With scale, speed, transparency and accuracy, Oracle Contextual Intelligence is one of the most capable and trusted contextual advertising platforms available.

Our standard brand safety solutions are built to be 'event-resistant' to major incidents such as natural disasters, terrorism, riots, etc. As safety and suitability are often subjective, segments are curated by our global editorial team to ensure a disciplined approach to accuracy. Our disinformation solution, powered by our Global Disinformation Index (GDI) partnership, ensures advertiser spend does not fund fake news or surround potentially false information.

Oracle Contextual Intelligence adheres to the Global Alliance for Responsible Media's (GARM) brand safety framework. Our Tiered Brand Safety segments are our interpretation and implementation of the framework.

Lastly, our custom brand suitability solution allows advertisers to accurately avoid content that may not be brand safe, while positively targeting content that resonates with their brand message. Customization offers greater control and precision protect against content that may be deemed insensitive or unsuitable for that particular brand or category, like product recalls or unfavorable press.

Brand Safety Continued...

The GARM framework splits brand safety categories into four categories: Floor, High, Medium, and Low. Below is how each tier is recognized within our Tiered Brand Safety product.

Tiers	Naming Convention	Definition	Examples
Floor	_floor (e.g. gb_adult_floor)	<ul style="list-style-type: none"> Content not appropriate for any advertising support This tier is always blocked by default. No option to toggle Built the same way as the gv_pfi segment: comprised of URLs rather than terms 	<ul style="list-style-type: none"> Pornography Illegal marketplaces (arms, drugs, humans) Advocacy, support, and recruitment efforts for terroristic activities
High	_high (e.g. gb_adult_high)	<ul style="list-style-type: none"> Glamorized and gratuitous depictions of brand safety categories Insensitive and irresponsible treatment of brand safety categories 	<ul style="list-style-type: none"> Full nudity Depictions of hate speech/acts Encouragement of alcohol & drug use towards minors
Medium	_high_med (e.g. gb_adult_high_med)	<ul style="list-style-type: none"> Content featuring depictions of brand safety categories within breaking news and/or op-eds Content featuring depictions of brand safety categories within entertainment channels 	<ul style="list-style-type: none"> Nudity on a TV show Obscenities in a movie Article discussing the death toll of a recent mass shooting
Low	_high_med_low (e.g. gb_adult_high_med_low)	<ul style="list-style-type: none"> Educational & informative treatment of brand safety categories Scientific & academic treatment of brand safety categories 	<ul style="list-style-type: none"> Article on yearly crime statistics within a city Article about reproductive health Story about effects of smoking

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Adult & Explicit Sexual Content - High, Medium and Low Risk	gb_adult_high_med_low	Block educational, informative, scientific treatment of sexual subjects or sexual relationships or sexuality, as well as high and medium risk adult and explicit sexual content.
Adult & Explicit Sexual Content - High and Medium Risk	gb_adult_high_med	Block dramatic depiction of sexual acts or sexuality issues presented in the context of entertainment. News or op-ed coverage of adult issues as well, as high risk adult and explicit sexual content.
Adult & Explicit Sexual Content - High Risk	gb_adult_high	Block illegal sale, distribution, and consumption of child pornography. Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated. Suggestive sexual situations requiring adult supervision/approval or warnings.
Arms & Ammunition - High, Medium and Low Risk	gb_arms_high_med_low	Block educational, informative, scientific treatment of arms use, possession, or illegal sale, as well as high and medium risk arms and ammunition content.
Arms & Ammunition - High and Medium Risk	gb_arms_high_med	Block dramatic depiction of weapons use presented in the context of entertainment. News or op-ed coverage of arms and ammunition, as well as high risk arms and ammunition content
Arms & Ammunition - High Risk	gb_arms_high	Block promotion and advocacy of sales of illegal arms, rifles, and handguns. Instructive content on how to obtain, make, distribute, or use illegal arms. Glamorization of illegal arms for the purpose of harm to others. Use of illegal arms in unregulated environments. Glamorization /Gratuitous depiction of illegal sale or possession of Arms. Depictions of sale/use/distribution of illegal arms for inappropriate uses/harmful acts.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Crime - High, Medium and Low Risk	gb_crime_high_med_low	Block educational, informative, scientific treatment of crime or criminal acts, or human rights violations as well as high and medium risk crime content.
Crime - High and Medium Risk	gb_crime_high_med	Blocks dramatic depiction of criminal activity or human rights violations presented in the context of entertainment. News or op-ed coverage of criminal activity or human rights violations, as well as high risk Crime content
Crime - High Risk	gb_crime_high	Block graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity. Explicit violations/demeaning offenses of Human Rights (e.g., trafficking, slavery, etc.). Depictions of criminal/harmful acts or violation of human rights.
Death, Injury or Military Conflict - High, Medium and Low Risk	gb_death_injury_high_med_low	Block educational, informative, scientific treatment of death or injury, or military conflict, as well as high and medium risk death, injury or military conflict content.
Death, Injury or Military Conflict - High and Medium Risk	gb_death_injury_high_med	Block dramatic depiction of death, injury, or military conflict presented in the context of entertainment. News or op-ed coverage of death, injury or military conflict, as well as high risk death, injury or military conflict content.
Death, Injury or Military Conflict - High Risk	gb_death_injury_high	Block promotion, incitement or advocacy of violence, death or injury. Murder or willful bodily harm to others. Graphic descriptions of willful harm to others. Incendiary content provoking, enticing, or evoking military aggression. Depiction of death or injury. Insensitive and irresponsible treatment of military conflict, genocide, war crimes, or harm resulting in death or injury. Depictions of military actions that glamorize harmful acts to others or society.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Drugs, Tobacco and Alcohol - High, Medium and Low Risk	gb_drugs_high_med_low	Block educational, informative, scientific treatment of illegal drug use/prescription abuse, tobacco, vaping or alcohol, as well as high and medium risk drugs, tobacco and alcohol content.
Drugs, Tobacco and Alcohol - High and Medium Risk	gb_drugs_high_med	Block dramatic depiction of illegal drug use/prescription abuse, tobacco, vaping or alcohol use presented in the context of entertainment. News or op-ed coverage of illegal drug use/prescription abuse, tobacco, vaping or alcohol use, as well as high risk drugs, tobacco and alcohol content.
Drugs, Tobacco and Alcohol - High Risk	gb_drugs_high	Block sale or promotion of illegal drug use – including abuse of prescription drugs. Federal jurisdiction applies, but allowable where legal local jurisdiction can be effectively managed. Promotion and advocacy of tobacco and e-cigarette (Vaping) & alcohol use to minors. Glamorization /Gratuitous depictions of illegal drugs/abuse of prescription drugs. Insensitive and irresponsible content/treatment that encourages minors to use tobacco and vaping products & alcohol.
Hate Speech & Acts of Aggression - High, Medium and Low Risk	gb_hatespeech_high_med_low	Block educational, informative, scientific treatment of hate speech and acts of aggression, as well as high and medium risk hate speech and acts of aggression content.
Hate Speech & Acts of Aggression - High and Medium Risk	gb_hatespeech_high_med	Block dramatic depiction of hate speech/acts presented in the context of entertainment. Breaking news or op-ed coverage of hate speech/acts, as well as high risk hate speech and acts of aggression content.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Hate Speech & Acts of Aggression - High Risk	gb_hatespeech_high	Block content that incites hatred, promotes violence, vilifies, depicts or portrays denigrating or inciting content or dehumanizes groups or individuals based on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status, or serious disease sufferers.
Obscenity and Profanity - High, Medium and Low Risk	gb_obscurity_high_med_low	Block educational, informative, scientific treatment of obscenity or profanity, as well as high and medium risk obscenity and profanity content.
Obscenity and Profanity - High and Medium Risk	gb_obscurity_high_med	Block dramatic depiction of profanity and obscenities presented in the context of entertainment by genre. News or Op-ed coverage of profanity and obscenities Genre based use of profanity, gestures, and other actions that may be strong, but might be expected as generally accepted language and behavior, as well as high risk obscenity and profanity content.
Obscenity and Profanity - High Risk	gb_obscurity_high	Block excessive use of profane language or gestures and other repulsive actions that shock, offend, or insult. Glamorization /Gratuitous depiction of profanity and obscenity.
Online Piracy - High, Medium and Low Risk	gb_piracy_high_med_low	Block educational, informative, scientific treatment of pirating, copyright infringement, and counterfeiting, as well as high and medium risk online piracy content.
Online Piracy - High and Medium Risk	gb_piracy_high_med	Block dramatic depiction of pirating, copyright infringement, and counterfeiting presented in the context of entertainment. News or op-ed coverage of pirating, copyright infringement, and counterfeiting, as well as high risk online piracy content.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Online Piracy - High Risk	gb_piracy_high	Block pirating, copyright infringement, and counterfeiting. Promotion, advocacy, or insensitive and irresponsible treatment of pirating, copyright infringement, and counterfeiting.
Debated Sensitive Social Issues - High, Medium and Low Risk	gb_sensitive_high_med_low	Block educational, informative, scientific treatment of abortion, immigration, riots & protests, as well as high and medium risk debated sensitive social issues content.
Debated Sensitive Social Issues - High and Medium Risk	gb_sensitive_high_med	Block dramatic depiction of abortion, immigration, and riots & protests presented in the context of entertainment. News or op-ed coverage of acts of abortion, immigration, and riots & protests, as well as high risk debated sensitive social issues content.
Debated Sensitive Social Issues - High Risk	gb_sensitive_high	Block promotion or advocacy of violence in relation to abortion, immigration, and riots & protests. Depiction of violence in relation to abortion, immigration, and riots & protests. Insensitive and irresponsible treatment of abortion, immigration, and riots & protests.
Spam or Harmful Content - High, Medium and Low Risk	gb_spam_high_med_low	Block educational, informative, scientific treatment of malware & phishing, as well as high and medium risk spam or harmful content.
Spam or Harmful Content - High and Medium Risk	gb_spam_high_med	Block dramatic depiction of malware & phishing presented in the context of entertainment. News or op-ed coverage of acts of malware & phishing, as well as high risk malware and phishing content.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Spam or Harmful Content - High Risk	gb_spam_high	Block malware & phishing sites. Promotion or advocacy of malware & phishing.
Terrorism - High, Medium and Low Risk	gb_terrorism_high_med_low	Block educational, informative, scientific treatment of terrorism, as well as high and medium risk terrorism content.
Terrorism - High and Medium Risk	gb_terrorism_high_med	Block dramatic depiction of terrorism presented in the context of entertainment. News or op-ed coverage of acts of terrorism, as well as high risk terrorism content.
Terrorism - High Risk	gb_terrorism_high	Block promotion or advocacy of graphic terroristic activity. Depiction of terrorist actions that are disturbing, agitating or promotes harmful acts to others or society. Terrorist content requiring a viewer advisory. Insensitive and irresponsible treatment of terrorism/ related crimes.
Potentially False Information	gv_pfi	Avoids potentially false information, powered by The Global Disinformation Index.
Maximum Protection	gb_safe	Target to serve on exclusively brand safe content. Content matching any segment in the high, medium or low risk brand safety tiers, as well as any uncategorised content, is considered unsafe.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Maximum Protection from High and Medium Risk Content	gb_safe_from_high_med	Target to serve on exclusively brand safe content. Content matching any segment in the high or medium risk brand safety tiers, as well as any uncategorised content, is considered unsafe.
Maximum Protection from High Risk Content	gb_safe_from_high	Target to serve on exclusively brand safe content. Content matching any segment in the high risk brand safety tier, as well as any uncategorised content, is considered unsafe.

Brand Safety Continued...

Legacy Brand Safety Segments	Description
gv_adult	Avoids mature and sexual content.
gv_arms	Avoids content around guns and weapons.
gv_crime	Avoids content related to serious sex and violent crime.
gv_death_injury	Avoids content surrounding air, fire, road, sea, and miscellaneous death and injury.
gv_download	Avoids content related to online piracy and spam.
gv_drugs	Avoids content related to consumption of drugs, including recreational and performance-enhancing use.
gv_hatespeech	Avoids derogatory terms including racism, homophobia, and political terms.
gv_military	Avoids conflict, war, and negative foreign policy content.
gv_obscurity	Avoids content including offensive terms.
gv_terrorism	Avoids content around terrorist attacks.
gv_tobacco	Avoids all smoking content, including vaping and e-cigarettes.

Reach out to your account manager today to learn more about custom contextual segments built with your brand in mind, to avoid risk, or to align with relevant content.

Syndicated Taxonomy, Incorporating IAB v3.0

Our syndicated segments are curated and maintained by a dedicated linguistic team, providing the most up-to-date topics relevant to their respective category, with additional subcategories for niche alignment up to 4 tiers. Similar to brand suitability, advertisers can build custom standard segments to accommodate their brand's unique message and meet intended audience, editorial, or campaign needs.

The incorporation of categories from the IABs content taxonomy v3.0 gives the opportunity for brands to grow within platforms with segments that support rising media formats including CTV, video, mobile apps, podcasts, radio and gaming. The taxonomy also introduces a consistent, easy-to-understand language for segmenting and categorizing content across the advertising eco-system.

Automotive Segments

Segment Name	Segment Machine Name	Description
Automotive (IAB 1)	gs_auto	Reach Segment that contains all child segment definitions
Auto Body Styles (IAB 2)	gs_auto_styles	Reach Segment that contains all child segment definitions
Commercial Trucks (IAB 3)	gs_auto_styles_commercial	Articles, reviews and listings about commercial trucks.
Sedan (IAB 4)	gs_auto_styles_sedan	Articles, reviews and listings about sedans and saloons (automobiles with trunks/boots).
Station Wagon (IAB 5)	gs_auto_styles_stationwagon	Articles, reviews and listings about station wagons and estate cars.
SUV (IAB 6)	gs_auto_styles_suv	Articles, reviews and listings about sport utility vehicles, and 4 wheel drives meant for city use.
Van (IAB 7)	gs_auto_styles_van	Articles, reviews and listings about vans.
Convertible (IAB 8)	gs_auto_styles_convertible	Articles, reviews and listings about convertible and soft top automobiles.
Coupe (IAB 9)	gs_auto_styles_coupe	Articles, reviews and listings about coupes (passenger car with a sloping or truncated rear roofline and generally two doors).
Crossover (IAB 10)	gs_auto_styles_crossover	Articles, reviews and listings about sport utility vehicles (SUV) of unibody construction.

Automotive Segments Continued...

Segment Name	Segment Machine Name	Description
Hatchback (IAB 11)	gs_auto_styles_hatchback	Articles, reviews and listings about automobiles that feature hatch-type rear doors that open upwards.
Microcar (IAB 12)	gs_auto_styles_microcar	Articles, reviews and listings about microcars.
Minivan (IAB 13)	gs_auto_styles_minivan	Articles, reviews and listings tangentially about minivans.
Off-Road Vehicles (IAB 14)	gs_auto_styles_off-road	Articles, reviews and listings about vehicles capable of driving on and off paved or gravel surface.
Pickup Trucks (IAB 15)	gs_auto_styles_pickuptrucks	Articles, reviews and listings about light trucks with enclosed cabs and open cargo areas with low sides and tailgate.
Auto Type (IAB 16)	gs_auto_type	Reach Segment that contains all child segment definitions.
Budget Cars (IAB 17)	gs_auto_type_budget	Articles, reviews and listings about budget cars.
Certified Pre-Owned Cars (IAB 18)	gs_auto_type_pre-owned	Articles, reviews and listings about certified pre-owned (used) vehicles.
Classic Cars (IAB 19)	gs_auto_type_classic	Articles, reviews and listings about classic cars.
Concept Cars (IAB 20)	gs_auto_type_concept	Articles, reviews and listings about concept cars.
Driverless Cars (IAB 21)	gs_auto_type_driverless	Articles, reviews and listings about driverless cars.
Green Vehicles (IAB 22)	gs_auto_type_green	Articles, reviews and listings about green vehicles.
Luxury Cars (IAB 23)	gs_auto_type_luxury	Articles, reviews and listings about luxury cars.
Performance Cars (IAB 24)	gs_auto_type_performance	Articles, reviews and listings about cars designed for acceleration or cornering speed, such as grand tourers, muscle cars, sports cars, sports sedans, hypercars and supercars.
Dash Cam Videos (IAB 26)	gs_auto_dashcamvideos	Articles, news stories, reviews and listing about dash cam videos.
Motorcycles (IAB 27)	gs_auto_motorbikes	Articles, reviews and listing about motorcycles.
Auto Manufacturers	gs_auto_manufacturers	Articles and reviews of auto manufactures and their vehicles.

Automotive Segments Continued...

Segment Name	Segment Machine Name	Description
Road-Side Assistance (IAB 28)	gs_auto_road-sideassistance	Articles and reviews about roadside assistance, and roadside assistance companies.
Scooters (IAB 29)	gs_auto_scooters	Articles, reviews and listings for scooters and vespas.
Auto Buying and Selling (IAB 30)	gs_auto_buyingandselling	Articles about buying and selling automobiles, including listings.
Auto Insurance (IAB 31)	gs_auto_insurance	Articles and reviews of Auto Insurance.
Auto Parts (IAB 32)	gs_auto_parts	Articles and listings of auto parts.
Auto Recalls (IAB 33)	gs_auto_recalls	Articles and stories about Automotive recalls and legislation.
Auto Repair (IAB 34)	gs_auto_repair	Articles about auto repair, auto repair how-to and instructional articles.
Auto Safety (IAB 35)	gs_auto_safety	Articles and stories about automotive safety, and legislation.
Auto Shows (IAB 36)	gs_auto_shows	Articles and reviews of auto shows.
Auto Technology (IAB 37)	gs_auto_tech	Reach Segment that contains all child segment definitions
Auto Infotainment Technologies (IAB 38)	gs_auto_tech_infotainment	Articles, reviews and listings of In-car entertainment (ICE), or in-vehicle infotainment (IVI), and hardware and software in automobiles that provides audio or video entertainment.
Auto Navigation Systems (IAB 39)	gs_auto_tech_navigation	Articles, reviews and listings of auto navigation systems.
Auto Safety Technologies (IAB 40)	gs_auto_tech_safety	Articles, reviews and listings of auto safety technology.
Auto Rentals (IAB 41)	gs_auto_rentals	Articles, reviews and guides to auto rental.
Auto Interiors	gs_auto_interiors	Articles and reviews of auto interiors.
Auto Valeting	gs_auto_valeting	Articles and reviews of auto-valeting.
Auto Road Transport	gs_auto_roadtransport	Articles about motoring, and vehicle and driver licensing.

Business and Finance Segments

Segment Name	Segment Machine Name	Description
Business and Finance (IAB 52)	gs_busfin	Reach Segment that contains all child segment definitions
Business (IAB 53)	gs_busfin_business	Reach Segment that contains all child segment definitions
Business Accounting & Finance (IAB 54)	gs_busfin_business_acctngfin	Articles and educational resources around accounting, accounting practices, business finance resources, accounting information to make investment and monetary decisions required to operate and grow a business. Business and accounting finance.
Human Resources (IAB 55)	gs_busfin_business_hr	Articles about Human Resources, training, personnel and resource management, human capital, HR software and systems.
Large Business (IAB 56)	gs_busfin_business_large	Articles, stories and references about companies with at least 500 workers, resources available to large businesses.
Logistics (IAB 57)	gs_busfin_business_logistics	Articles and resources about logistics, logistical processes, logistics firms, logistics software, transportation, distribution and suppliers.
Marketing and Advertising (IAB 58)	gs_busfin_business_marketing	Articles, reference and resources around marketing and advertising, including marketing educational resources, marketing processes and systems, training, courses, frameworks and certification. Also includes marketing and advertising firms, listings, verification providers, adtech system.
Sales (IAB 59)	gs_busfin_business_sales	Articles and resources related to the selling of goods and services, including sales processes, approaches, training, frameworks and techniques. Also targets information about direct sales, telesales, agency sales, B2B, B2C, trade sales and retail.

Books and Literature Segments

Segment Name	Segment Machine Name	Description
Books and Literature (IAB 42)	gs_books	Reach Segment that contains all child segment definitions
Art and Photography Books (IAB 43)	gs_books_artphoto	Articles, reviews and listings of Art and Photography books, photographers and artists.
Comics and Graphic Novels (IAB 46)	gs_books_comics	Articles, reviews and listings of Comics, Graphic Novels, artists and authors.
Fiction (IAB 48)	gs_books_fiction	Articles, reviews and listings of fiction books and fiction authors.
Poetry (IAB 49)	gs_books_poetry	Articles, reviews and listings of poetry books and poets.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Sales (IAB 59)	gs_busfin_business_sales	Articles and resources related to the selling of goods and services, including sales processes, approaches, training, frameworks and techniques. Also targets information about direct sales, telesales, agency sales, B2B, B2C, trade sales and retail.
Small and Medium-sized Business (IAB 60)	gs_busfin_business_smb	Articles, stories and references about companies with fewer than 250 workers, resources available to small and medium sized enterprises.
Startups (IAB 61)	gs_busfin_business_startups	Articles, stories and references to companies or projects begun by entrepreneurs to seek, develop, and validate a scalable business model. Includes startup principles, training, investing, incubators, innovation methods and frameworks and startup growth.
Business Administration (IAB 62)	gs_busfin_business_admin	Articles and reference around business administration, business management, business management education, project management, and software, systems and other resources.
Business Banking & Finance (IAB 63)	gs_busfin_business_bnk	Reach Segment that contains all child segment definitions
Angel Investment (IAB 64)	gs_busfin_business_bnk_angel	Articles and reference about people who invest in new businesses and provide capital, including networks, guides to attracting investment, guides to providing capital, legal and regulatory information and seed funding from individuals.
Bankruptcy (IAB 65)	gs_busfin_business_bnk_bnkr	Articles and reference to the legal and business processes of winding up businesses, including debt relief guides, insolvency, court proceedings in the various language-related segments (in other words, US, UK, Australia, Canada, South Africa, Ireland and other English-speaking countries or EU and Brazil for Portuguese, etc).

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Business Loans (IAB 66)	gs_busfin_business_bnk_loans	Articles and reference to business loans, applying for business loans, rates and credit lines.
Debt Factoring & Invoice Discounting (IAB 67)	gs_busfin_business_bnk_invc	Articles and reference to accounts receivable financing, debt factoring and invoice discounting.
Mergers and Acquisitions (IAB 68)	gs_busfin_business_bnk_mand a	Articles, news and references to M&A activities, legal issues, transactions, stock transference, asset and equity ownership transfers including friendly and hostile takeovers, valuations, advisory firms, processes, risk management, guides and investment banks that handle M&A activities.
Private Equity (IAB 69)	gs_busfin_business_bnk_pveqt	Articles, news and reference relating to private equity funds, restructuring deals, leveraged buyouts, private equity firms.
Sale & Lease Back (IAB 70)	gs_busfin_business_bnk_lsback	Articles and reference to sale and lease back of fixed assets, durable and capital goods.
Venture Capital (IAB 71)	gs_busfin_business_bnk_vc	Articles, news and reference relating to venture capital, restructuring deals, leveraged buyouts, venture capital, strategies, private equity firms, specific to startups.
Business I.T. (IAB 72)	gs_busfin_business_it	Articles, new, reviews and reference around IT consulting, managed IT services, business IT alignment, IT Management skills, digital strategies, IT in Business Management
Business Operations (IAB 73)	gs_busfin_business_ops	Articles, news and resources around the generation of recurring revenue, business value, growth strategies, performance measurement, process alignment, inventory management.
Consumer Issues (IAB 74)	gs_busfin_business_cons	Articles, news and reference around negative consumer issues such as overcharging, misleading advertising, faulty products, refunds, poor quality, consumer fraud, and product safety.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Recalls (IAB 75)	gs_busfin_business_cons_rcll	Articles, news and reference around negative consumer issues relating to product recalls.
Executive Leadership & Management (IAB 76)	gs_busfin_business_mgmt	Articles, news and reference around executive leadership education, courses, programmes, certification, strategy, development and skill development.
Government Business (IAB 77)	gs_busfin_business_govnt	Articles, news and reference about Government Business Enterprises, State-owned businesses, Business to Government processes, marketing, sales, regulations and tendering, lobbying, RFI, RFQs, contracting and other public-sector business practises.
Green Solutions (IAB 78)	gs_busfin_business_green	Articles, news and reference to green businesses, sustainable businesses and business practices, green energy finance and provision for business, sustainable development and manufacturing, and green and ecological assets and economic growth.
Business Utilities (IAB 79)	gs_busfin_business_utilities	Articles, news and reference to business utilities including electricity, gas, water, heating oil, phone and Internet service.
Economy (IAB 80)	gs_busfin_economy	Reach Segment that contains all child segment definitions
Commodities (IAB 81)	gs_busfin_economy_commod	Articles, news and reference to Commodities trading, fungible goods, materials, products, prices and futures.
Currencies (IAB 82)	gs_busfin_economy_currencies	Articles, news and reference to currencies, exchanges, rates, calculators, monetary systems.
Financial Crisis (IAB 83)	gs_busfin_economy_fin crisis	Articles news and reference to historical, current and future situations where assets lose large parts of their nominal value. including banking panics, recessions, depressions, bubbles, crashes, currency devaluations, speculation and regulatory failures.
Financial Reform (IAB 84)	gs_busfin_economy_reform	Articles, news and reference to economic and financial regulatory reforms.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Financial Regulation (IAB 85)	gs_busfin_economy_regulation	Articles, news and reference to restrictions on financial institutions, including financial law, market confidence, stability and consumer protection.
Gasoline Prices (IAB 86)	gs_busfin_economy_gasoline	Articles, news and reference to gas and petrol prices, comparison sites, effects, and causes in the relevant language geos.
Housing Market (IAB 87)	gs_busfin_economy_housing	Articles, news and reference to the housing markets in the individual language geos, crashes, house prices, trends, market forecasts.
Interest Rates (IAB 88)	gs_busfin_economy_rates	Articles, news and reference to mortgage interest rates, forecasting, predictions, mortgage rate types, advice, calculators and trends in the relevant language geos.
Job Market (IAB 89)	gs_busfin_economy_jobmarket	Articles, news and reference to past, current and future job markets, job demands, unemployment, welfare, trends and predictions in the relevant language geos.
Markets	gs_busfin_economy_markets	Articles, news and reference to financial markets, day trading, asset management, commodities and capital markets, investment and hedge funds.
Industries (IAB 90)	gs_busfin_indus	Reach Segment that contains all child segment definitions
Advertising Industry (IAB 91)	gs_busfin_indus_advertising	Articles, news and reference to the advertising industry, public relations and creative and media agencies.
Education industry (IAB 92)	gs_busfin_indus_education	Articles, stories and references to establishments whose primary objective is to provide education. Public, non-profit, or for-profit institutions including elementary schools, secondary schools, community colleges, universities, and ministries or departments of education. Also includes online learning, learning materials, resources and supplementary services.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Entertainment Industry (IAB 93)	gs_busfin_indus_entertain	Articles, stories and reference to businesses that produce and support film making, television shows, streaming media, music, radio, book publishing, video games, and ancillary services and products as well as the business people and job roles that surround these activities as related to entertainment.
Environmental Services Industry (IAB 94)	gs_busfin_indus_environsvs	Articles, stories and references to companies engaged in the manufacturing of air, water and soil purification equipment, as well as filtration systems and other pollution-reducing control equipment.
Financial Industry (IAB 95)	gs_busfin_indus_financial	Articles, stories and reference to companies engaged in the financial industry, asset management, banking, investment banking, financial services, financial planning and wealth management.
Food Industry (IAB 96)	gs_busfin_indus_food	Articles, stories and reference to businesses that supply most of the food consumed globally including processing, conversion, preparation, preservation and packaging of foodstuffs.
Healthcare Industry (IAB 97)	gs_busfin_indus_healthcare	Articles, stories and reference to healthcare businesses, hospitals, medical research and clinical trials, equipment and devices, and medical insurance providers.
Hospitality Industry (IAB 98)	gs_busfin_indus_hospitality	Articles, stories and reference to businesses including lodging, food and drink service, event planning, theme parks, and transportation, hotels, restaurants and bars.
Information Services Industry (IAB 99)	gs_busfin_indus_it	Articles, stories and reference. to businesses providing information services, information technology and data processing.
Legal Services Industry (IAB 100)	gs_busfin_indus_legal	Articles, stories and reference to services that provide legal assistance to individuals, business, government agencies and non-profits. Includes companies that provide notary services and patent agency services.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Logistics and Transportation Industry (IAB 101)	gs_busfin_indus_logistics	Articles, stories and reference to the logistics and transportation industry, freight forwarding, import and export, road, rail, sea, and air freight.
Agriculture (IAB 102)	gs_busfin_indus_agriculture	Stories, articles and reference covering enterprises engaged in growing crops, raising fish and animals, and logging wood, including farms, dairies, hatcheries, and ranches.
Management Consulting Industry (IAB 103)	gs_busfin_indus_mgmtconsult	Stories, articles and reference covering business, practises and services related to Management Consulting, including change management, coaching, strategy development, frameworks, course and education, trends and standards.
Manufacturing Industry (IAB 104)	gs_busfin_indus_manufacture	Stories, articles and reference to companies and topics around the production or fabrication of products for use or sale, using labor and machines, tools, and chemical or biological processing and raw materials and commodities including references to plants, mills, factories, labs.
Mechanical and Industrial Engineering Industry (IAB 105)	gs_busfin_indus_engineering	Stories, articles and reference related to the practise of designing products and machines.
Media Industry (IAB 106)	gs_busfin_indus_media	Stories, articles and reference to the business of mass media production, including newspapers, magazines, photography, broadcasting, journalism, publishing and advertising as well as the business people and job roles that surround these activities.
Metals Industry (IAB 107)	gs_busfin_indus_metals	Articles, news and reference to the business of metals production including mining, processing, production and trade.
Non-Profit Organizations (IAB 108)	gs_busfin_indus_non-profit	Stories, articles and reference to NPOs, non-business entities and non-profit activities, mechanisms, management, functions, and accounting.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Pharmaceutical Industry (IAB 109)	gs_busfin_indus_pharma	Articles, stories and reference to pharmaceutical businesses, the development, discovery, production and marketing of pharmaceutical drugs for administering to patients.
Power and Energy Industry (IAB 110)	gs_busfin_indus_energy	Stories, articles and reference to the industries and sectors that provide energy infrastructure, including fossil fuel, electrical power, nuclear power, renewable energy, alternative fuels, policies, and energy economics.
Publishing Industry (IAB 111)	gs_busfin_indus_publishing	Stories, articles and reference to the activity of making information, music, literature, software and other content available to the public.
Real Estate Industry (IAB 112)	gs_busfin_indus_realestate	Stories, articles and reference to companies and services around the sale, leasing and management of property, including development, appraisal, and marketing of commercial, industrial, residential, and agricultural properties.
Apparel Industry (IAB 113)	gs_busfin_indus_apparel	Stories, articles and reference to the activities around the design, manufacture and sale of clothing, footwear and accessories, as well as textiles, machinery, textile recycling, and the secondhand industries.
Retail Industry (IAB 114)	gs_busfin_indus_retail	Stories, articles and reference to activities related to selling, sales, and distribution of consumer goods, including supply chains, retail outlets, shops, malls, as well as sales strategies, online selling, retail marketing, pricing strategies, economics, regulation and accounting.
Technology Industry (IAB 115)	gs_busfin_indus_technology	Stories, articles and reference to businesses in the technology industry, computer hardware, software, electronics, internet, telecom equipment, e-commerce and computer services.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Telecommunications Industry (IAB 116)	gs_busfin_indus_telecomms	Stories, articles and reference to the business of retail selling of consumer goods and services, including Business to Consumer, retail outlets, online retailing equipment and software, pricing strategies, research, and other retail channels.
Automotive Industry (IAB 117)	gs_busfin_indus_automotive	Stories, articles and reference to the business of design, development, manufacturing, transportation, sale, repair and marketing of motor vehicles including economics.
Aviation Industry (IAB 118)	gs_busfin_indus_aviation	Stories, articles and reference to the companies and industries devoted to mechanical flight and aircraft manufacture, design, sales, civil aviation, air transport and air traffic control.
Biotech and Biomedical Industry (IAB 119)	gs_busfin_indus_biotech	Stories, articles, and reference to industries related to Molecular Biology, Genetic Engineering, Biochemistry, Animal Cell and Tissue Culture, Immunology, Microbiology and the production of products based on the manipulation of living organisms to create commercial products for food, agriculture and other sectors as well as medical research and drug discovery.
Civil Engineering Industry (IAB 120)	gs_busfin_indus_civileng	Stories, articles and reference to the design, construction and maintenance of public infrastructure such as roads, bridges, sewer systems, canals, railways, airports, pipelines, as well as structural engineering.
Construction Industry (IAB 121)	gs_busfin_indus_construction	Stories, articles and reference to construction sectors related to buildings, infrastructure and industrial, residential and non-residential building work, processes, repair, labour, contracting, supply chains, planning, and demolition.
Defense Industry (IAB 122)	gs_busfin_indus_defense	Stories, articles and reference to the businesses and organisations devoted to the arms trade as used in the defense of countries (as opposed to personal or illegal arms). Includes the research and development of military equipment, facilities, arms and ammunition, systems and technologies.

Careers Segments

Segment Name	Segment Machine Name	Description
Careers (IAB 123)	gs_careers	Reach Segment that contains all child segment definitions
Apprenticeships (IAB 124)	gs_careers_apprenticeships	Articles, educational resources and reference around systems of on-the-job training, apprenticeships and internships.
Career Advice (IAB 125)	gs_careers_careeradvice	Articles and resources that provide career advice, guidance, cover letters, portfolio development, workshops and career counselling.
Career Planning (IAB 126)	gs_careers_careerplanning	Articles and resources around strategies and processes for an individual's career options, including graduate advice, skills assessments and advice.
Job Search (IAB 127)	gs_careers_jobsearch	Reach Segment that contains all child segment definitions.
Job Fairs (IAB 128)	gs_careers_jobsearch_fairs	Articles and references including job boards, sites, job fairs and company reviews as related to job opening. Includes
Resume Writing and Advice (IAB 129)	gs_careers_jobsearch_resume	Articles and resources related to cv/resume writing, best practices and tips.
Remote Working (IAB 130)	gs_careers_remoteworking	Articles, stories, and guides for working from home and remote working including equipment, tools, strategies and systems.
Vocational Training (IAB 131)	gs_careers_vocational	Articles, stories and reference to vocational education, qualifications, training courses, skills and types of vocational jobs.

Education Segments

Segment Name	Segment Machine Name	Description
Education (IAB 132)	gs_edu	Reach Segment that contains all child segment definitions.
Preschool	gs_edu_preschool	Articles, stories, guides and reference to nursery, kindergarten and pre-school education.
Adult Education (IAB 133)	gs_edu_adult	Articles, stories, guides and listings of continuing education and educational resources, courses, and reviews for learners over 18, not including formal education such as colleges and universities.
Private School (IAB 134)	gs_edu_private	Articles, stories, guides and listings about private (aka public schools in UK), independent schools.
Secondary Education (IAB 135)	gs_edu_secondary	Articles, stories, resources and reference regarding secondary education and schools (High Schools, middle or junior high schools, colleges, sixth form, grades 5-12 depending on country).
Special Education (IAB 136)	gs_edu_specialed	Articles, stories, resources and reference regarding schools and educational systems for children with learning difficulties.
College Education (IAB 137)	gs_edu_college	Reach Segment that contains all child segment definitions Also articles, stories and resources regarding university education, universities and colleges (US). Also includes child segments.
College Planning (IAB 138)	gs_edu_college_planning	Articles, stories and resources around financial planning for university attendance as well as standardized testing, interview preparation and extracurricular activities.

Education Segments Continued...

Segment Name	Segment Machine Name	Description
Postgraduate Education (IAB 139)	gs_edu_college_postgrad	Articles, stories and resources relating to graduate education (US) and higher education beyond the achievement of a bachelor's degree including certifications, and degree types. Includes professional school postgraduate studies.
Professional School (IAB 140)	gs_edu_college_postgrad_prof	Articles, stories and resources relating to professional postgraduate certifications.
Undergraduate Education (IAB 141)	gs_edu_college_undergrad	Articles, stories and reference to undergraduate university and college education.
Early Childhood Education (IAB 142)	gs_edu_earlychildhood	Articles, stories and resources relating to education for children from birth to age 8 as distinct from Primary education.
Educational Assessment (IAB 143)	gs_edu_assessment	Articles, stories and resources relating to assessment bodies, methodologies, techniques and online resources. Includes standardized testing.
Standardized Testing (IAB 144)	gs_edu_assessment_testing	Articles, stories and resources related to standardized testing in an educational capacity.
Homeschooling (IAB 145)	gs_edu_homeschool	Articles, stories and resources relating to the practice of schooling children at home rather than in a formal educational setting. Includes regulations, resources, and guides.
Homework and Study (IAB 146)	gs_edu_homework	Articles, stories and resources relating to schoolwork set by a teacher and completed at home, study techniques, tips, and resources.
Language Learning (IAB 147)	gs_edu_language	Articles, stories, guides and resources relating to learning a language, whether formally or in preparation for recreational travel.
Online Education (IAB 148)	gs_edu_online	Articles, stories, guides, reference, listings and resources relating to online learning, courses, and qualifications.
Primary Education (IAB 149)	gs_edu_primary	Articles, stories, guides and resources relating to the first stage of formal education within the context of a primary or elementary school.

Events Segments

Segment Name	Segment Machine Name	Description
Events (IAB)	gs_events	Reach Segment that contains all child segment definitions.
Awards Shows (IAB 162)	gs_events_awards	Stories, articles and reference to film, television and music awards shows, Oscar's, Emmy's, Grammy's, Golden Globe's and the Brit Awards.
Business Expos & Conferences (IAB 180)	gs_events_business	Stories, articles, guides, listings and reviews of business conferences, expositions, trade shows, conference centres and meeting venues.
Fan Conventions (IAB 185)	gs_events_fan	Stories, articles, guides, listings and reviews of fan conventions, horror conventions, comic cons, cosplay, gaming shows.

Holidays Segments

Segment Name	Segment Machine Name	Description
Holidays (IAB)	gs_holidays	Reach Segment that contains all child segment definitions.
National & Civic Holidays (IAB 157)	gs_holidays_nationalcivic	Articles, stories, and reference to national and civic holidays relevant to the appropriate language geographies.

Attractions Segments

Segment Name	Segment Machine Name	Description
Attractions (IAB 150)	gs_attractions	Reach Segment that contains all child segment definitions
Amusement and Theme Parks (IAB 151)	gs_attractions_themeparks	Articles, stories, reviews and listings of Amusement and theme parks.
Historic Site and Landmarks (IAB 153)	gs_attractions_historic	Articles, stories, reviews and listings of historic sites, landmarks and bus and walking tours.
Malls & Shopping Centers (IAB 154)	gs_attractions_malls	Articles, stories, reviews and listings of malls, shopping centers, shopping fairs, open markets, antiques fairs.
Museums & Galleries (IAB 155)	gs_attractions_museums	Articles, stories, reviews and listings of museums, galleries.
Nightclubs (IAB 158)	gs_attractions_nightclubs	Articles, stories, reviews and reference to nightclubs, bars, pubs, dance halls.
Outdoor Attractions (IAB 159)	gs_attractions_outdoor	Articles, stories, reviews and reference to outdoor attractions and related sites and activities.
Parks (IAB 160)	gs_attractions_parks	Articles, stories, reviews and reference to city, county, country parks, national parks, reserves, nature walks, nature tours, and outdoor activities appropriate to those locations.
Theater Venues (IAB 177)	gs_attractions_theater	Stories, articles, guides, listings and reviews of theatres, venues, plays, and performances.
Zoos & Aquariums (IAB 178)	gs_attractions_zoosaquar	Stories, articles, guides, listings and reviews of zoos, aquariums, petting zoos and animal cafes.
Bars & Restaurants (IAB 179)	gs_attractions_barrestaurant	Stories, articles, guides, listings and reviews of bars, restaurants, pubs, pop-up restaurants, outdoor dining.
Casinos & Gambling (IAB 181)	gs_attractions_gambling	Stories, articles, guides, listings and reviews of casinos and other gambling venues.

Personal Celebrations and Life Events Segments

Segment Name	Segment Machine Name	Description
Personal Celebrations & Life Events (IAB 163)	gs_perscelebrations	Reach Segment that contains all child segment definitions
Anniversary (IAB 164)	gs_perscelebrations_annivry	Stories, articles, and reference to Marriage, wedding, engagement anniversaries, engagement rings and gifts
Wedding (IAB 165)	gs_perscelebrations_wedding	Stories, articles, guides, listings and references to weddings, wedding planning, wedding receptions, wedding flowers, gowns, mother-of-bride, photographers, entertainment, cakes, transportation and decorations.
Baby Shower (IAB 166)	gs_perscelebrations_babyswpr	Stories, articles, guides, listings and references to baby showers, shower gifts, decorations and activities.
Bachelor Party (IAB 167)	gs_perscelebrations_bachelor	Stories, articles, guides, listings and references to bachelor parties and stag dos, clothing, locations and activities.
Bachelorette Party (IAB 168)	gs_perscelebrations_bachlret	Stories, articles, guides, listings and references to bachelorette parties and hen dos, clothing, locations and activities.
Birth (IAB 169)	gs_perscelebrations_birth	Stories, articles, guides, listings and references to births and birth announcements, gifts, head wetting events.
Birthday (IAB 170)	gs_perscelebrations_birthday	Stories, articles, guides, listings and reference to birthdays, birthday parties, gifts, activities, decorations and entertainment.
Funeral (IAB 171)	gs_perscelebrations_funeral	Stories, articles, guides, listings and reference to funerals, funeral parlours, funeral planning, graveyards, grave stones, services, alternative funerals, apparel, transportation.
Graduation (IAB 172)	gs_perscelebrations_graduatn	Stories, articles, guides, listings and reference to graduations, graduation parties, celebrations, decorations, gifts.

Personal Celebrations and Life Events Segments Continued...

Segment Name	Segment Machine Name	Description
Prom (IAB 173)	gs_perscelebrations_prom	Stories, articles, guides, listings and reference to school proms, prom dresses, formal wear, locations, after parties, flowers and corsages, gifts, and transportation.

Family Segments

Segment Name	Segment Machine Name	Description
Family and Relationships (IAB 186)	gs_family	Reach Segment that contains all child segment definitions
Bereavement (IAB 187)	gs_family_bereavement	Stories, articles and references for bereavement, bereavement counselling.
Dating (IAB 188)	gs_family_dating	Stories, articles and references related to dating, including date nights, dating apps, dating advice and tips.
Divorce (IAB 189)	gs_family_divorce	Stories, articles and references related to divorce, divorce advice, finance related to divorce, divorce law and regulations.
Eldercare (IAB 190)	gs_family_eldercare	Stories, articles and reference to elder care, live-in care, care-home provision, dementia care, assisted living, nursing and hospice care for the elderly.
Marriage and Civil Unions (IAB 191)	gs_family_marriage	Stories, articles and references related to marriage, civil unions, civil partnerships, and the law and regulations.
Parenting (IAB 192)	gs_family_parenting	Reach Segment that contains all child segment definitions
Adoption and Fostering (IAB 193)	gs_family_parenting_adoption	Stories, articles, guides and references related to adoption, fostering, adoption agencies, surrogacy, advice and law.
Daycare and Pre-School (IAB 194)	gs_family_parenting_presch	Stories, articles, guides, listings and references related to daycare, childcare, pre-schools, nursery schools as distinct from Early childhood education.
Internet Safety (IAB 195)	gs_family_parenting_safety	Stories, articles, guides, listings and references related to children's safety on the internet, including software and other technology solutions.
Parenting Babies and Toddlers (IAB 196)	gs_family_parenting_babytodd	Stories, articles, guides and references related to raising babies and toddlers, including tips, advice, diet, activities and infant development, and weaning.

Family Segments Continued...

Segment Name	Segment Machine Name	Description
Parenting Children Aged 4-11 (IAB 197)	gs_family_parenting_children	Stories, articles, guides and references related to raising children 4 to 11, including tips, advice, activities, diet and child development.
Parenting Teens (IAB 198)	gs_family_parenting_teens	Stories, articles, guides and references related to raising children from 12 to 18, including tips, advice, activities, diet and development.
Special Needs Kids (IAB 199)	gs_family_parenting_spclneed	Stories, articles, guides and reference to parenting special needs children, diagnosis support, Autism, Aspergers, ADHD, Dyslexia, learning difficulties, visual, hearing and physical impairment.
Single Life (IAB 200)	gs_family_singles	Stories, articles, guides and references related to single adults, lifestyles, and advice.

Fine Art Segments

Segment Name	Segment Machine Name	Description
Fine Art (IAB 201)	gs_fineart	Reach Segment that contains all child segment definitions
Costume (IAB 202)	gs_fineart_costume	Stories, articles, guides and references related to costume design for theatre, fashion, performing arts, as well as exhibits, degrees, courses and programs.
Dance (IAB 203)	gs_fineart_dance	Stories, articles, guides and references related to dance within the confines of fine art, including ballet, modern and contemporary dance, and choreography,
Design (IAB 204)	gs_fineart_design	Stories, articles, guides and references related to painting, sculpture, graphic design, product design as well as exhibits, degrees, course, and programs.
Digital Arts (IAB 205)	gs_fineart_digital	Stories, articles, guides and references related to fine art digital design, including conceptual, and installation art as well as exhibits, degrees, courses and programs.
Fine Art Photography (IAB 206)	gs_fineart_photography	Stories, articles, guides and references related to fine art photography
Modern Art (IAB 207)	gs_fineart_modernart	Stories, articles, guides and references related to modern art from the 19th century to the 1970s, including modern art movements, artists, auctions, as well as exhibits, degrees, courses and programs.
Opera (IAB 208)	gs_fineart_opera	Stories, articles, guides and references related to operas, operatic techniques, schools, and historical reference as well as degrees, courses and programs.
Theater (IAB 209)	gs_fineart_theater	Stories, articles, guides and references related to theatre arts, drama, history, playwriting, and directing, schools, and historical reference as well as degrees, courses and programs.

Food and Drink Segments

Segment Name	Segment Machine Name	Description
Food & Drink (IAB 210)	gs_fooddrink	Reach Segment that contains all child segment definitions
Alcoholic Beverages (IAB 211)	gs_fooddrink_alcohol	Stories, articles, guides, listing and references related to alcohol, cocktails, mixing, recipes.
Vegan Diets (IAB 212)	gs_fooddrink_vegan	Stories, articles, guides, listings and recipes related to vegan food and diet.
Vegetarian Diets (IAB 213)	gs_fooddrink_vegetarian	Stories, articles, guides, listings and recipes related to vegetarian food and diet.
World Cuisines (IAB 214)	gs_fooddrink_world	Stories, articles, guides, listings, recipes and references related to World cuisines and ingredients, including regional and national cuisines non-specific to the language geography.
Barbecues and Grilling (IAB 215)	gs_fooddrink_bbq	Stories, articles, guides, recipes and references related to barbecuing, grilling, barbecues, outdoor eating, smoking and ingredients and cooking implements.
Cooking (IAB 216)	gs_fooddrink_cooking	Stories, articles, guides, recipes and references related to cooking.
Desserts and Baking (IAB 217)	gs_fooddrink_dessert	Stories, articles, guides, recipes and references related to baking, desserts, pudding, sweets, and related products such as ingredients, pans, cake racks, candy thermometers, and similar.
Dining Out (IAB 218)	gs_fooddrink_diningout	Stories, articles, guides, and reference to dining, fine dining, eating out, gourmet meals, and dieting while dining out.
Food Allergies (IAB 219)	gs_fooddrink_allergies	Stories, articles, guides and references related to food allergies.
Food Movements (IAB 220)	gs_fooddrink_movements	Articles, stories and reference to food movements such as slow food, sustainable food, locavores., organic, neutraceutical, Freeganism.

Food and Drink Segments Continued...

Segment Name	Segment Machine Name	Description
Healthy Cooking and Eating (IAB 221)	gs_fooddrink_healthy	Stories, articles, guides, recipes and references related to healthy cooking, diets, ingredients.
Non-Alcoholic Beverages (IAB 222)	gs_fooddrink_non-alcoholic	Stories, articles, guides and references related to non-alcoholic beverages, including juice, soda, pop, non-alcoholic beers, milk, alternative milks, energy drinks and similar.
Coffee and Tea	gs_fooddrink_coffeetea	Stories, articles, guides, recipes and reviews of different varieties of coffees and teas.

Healthy Living Segments

Segment Name	Segment Machine Name	Description
Healthy Living (IAB 223)	gs_healthyvng	Reach Segment that contains all child segment definitions
Children's Health (IAB 224)	gs_healthyvng_children	Stories, articles and reference to children's health, children's health conditions and diseases, exercise and physical activity, children's diet, health checks and healthcare.
Fitness and Exercise (IAB 225)	gs_healthyvng_fitness	Reach Segment that contains all child segment definitions.
Participant Sports (IAB 226)	gs_healthyvng_fitness_spt	Stories, articles, guides and reference to participant sports, individual and team sports.
Running and Jogging (IAB 227)	gs_healthyvng_fitness_run	Stories, articles, guides and reference to running, jogging and running for health and fitness, recreational running and events.
Men's Health (IAB 228)	gs_healthyvng_men	Stories, articles, guides and reference to male wellness and wellbeing, lifestyle and male health issues.
Nutrition (IAB 229)	gs_healthyvng_nutrition	Stories, articles, guides and reference to healthy eating and nutrition, food intolerances, and dietary health conditions.
Senior Health (IAB 230)	gs_healthyvng_senior	Stories, articles and reference to senior wellness and wellbeing, lifestyle and health conditions.
Weight Loss (IAB 231)	gs_healthyvng_weightloss	Stories, articles, guides and reference to weight loss, diets and dieting and weight-loss surgery.
Wellness (IAB 232)	gs_healthyvng_well	Reach Segment that contains all child segment definitions.
Alternative Medicine (IAB 233)	gs_healthyvng_well_alt	Reach Segment that contains all child segment definitions in addition to alternative and complementary medical treatments.

Healthy Living Segments Continued...

Segment Name	Segment Machine Name	Description
Herbs and Supplements (IAB 234)	gs_healthyvng_well_alt_supp	Stories, articles, guides and reference to alternative and complementary herbal treatments, vitamin and mineral dietary supplements.
Holistic Health (IAB 235)	gs_healthyvng_well_alt_hol	Stories, articles, guides and reference to alternative holistic therapies, hypnosis as a treatment, crystal therapies and treatments, meditation and relaxation techniques.
Physical Therapy (IAB 236)	gs_healthyvng_well_phythrpy	Stories, articles, guides and reference to physical therapies, physiotherapy, osteopathy, chiropractic and rehabilitation from physical conditions and injuries.
Smoking Cessation (IAB 237)	gs_healthyvng_well_smkcess	Stories, articles, guides and reference to smoking cessation, smoking cessation aids and treatments including nicotine replacement and vaping as a smoking cessation aid.
Women's Health (IAB 238)	gs_healthyvng_women	Stories, articles, guides and reference to female wellness and wellbeing, lifestyle and female health issues.

Hobbies and Interests Segments

Segment Name	Segment Machine Name	Description
Hobbies & Interests (IAB 239)	gs_hobby	Reach Segment that contains all child segment definitions.
Antiquing and Antiques (IAB 240)	gs_hobby_antiques	Stories, articles, guides and reference to antiques, and antiquities, vintage furniture, art and jewelry, antiquing, flea markets, estate sales, online antique auctions and antique fairs.
Magic and Illusion (IAB 241)	gs_hobby_magic	Stories, articles, guides and reference to magicians, magic tricks, street and stage magic, coin and card tricks and optical illusions.
Model Toys (IAB 242)	gs_hobby_models	Stories, articles and reference to model toys, automotive vehicles, aircraft, trains and railways, ships, and model figures.
Musical Instruments (IAB 243)	gs_hobby_music	Stories, articles and reference to the hobby of playing musical instruments including brass, woodwind, string and percussion instruments.
Paranormal Phenomena (IAB 244)	gs_hobby_paranormal	Stories, articles and reference to paranormal and supernatural phenomena and activity.
Radio Control (IAB 245)	gs_hobby_rc	Stories, articles, reference and reviews of radio controlled vehicles.
Sci-fi and Fantasy (IAB 246)	gs_hobby_sci-fi	Stories, articles, reference and reviews of science fiction and fantasy games, models and collectibles and fan conventions.
Workshops and Classes (IAB 247)	gs_hobby_workshops	Stories, articles and reference to hobby workshops, classes and craft courses.
Arts and Crafts (IAB 248)	gs_hobby_arts crafts	Reach Segment that contains all child segment definitions
Beadwork (IAB 249)	gs_hobby_arts crafts_beads	Stories, articles, reference and guides to the hobby of beadwork, bead knitting, threading, embroidery and crochet.
Candle and Soap Making (IAB 250)	gs_hobby_arts crafts_candle	Stories, article, reference and guides to the hobbies of candle and soap making.

Hobbies and Interests Segments Continued...

Segment Name	Segment Machine Name	Description
Drawing and Sketching (IAB 251)	gs_hobby_arts crafts_draw	Stories, articles, reference and guides to the hobby of drawing and sketching.
Jewelry Making (IAB 252)	gs_hobby_arts crafts_jewelry	Stories, articles, reference and guides to the hobby of jewelry making.
Needlework (IAB 253)	gs_hobby_arts crafts_ndlwrk	Stories, articles, reference and guides to the hobby of needlework, knitting weaving and crochet.
Painting (IAB 254)	gs_hobby_arts crafts_paint	Stories, articles, reference and guides to the hobby of painting, oils, acrylic and watercolour.
Photography (IAB 255)	gs_hobby_arts crafts_photo	Stories, articles, reference and guides to the hobby of photography.
Scrapbooking (IAB 256)	gs_hobby_arts crafts_scrap	Stories, articles, reference and guides to the hobby of scrapbooking, inspiration and ideas for scrapbooks.
Woodworking (IAB 257)	gs_hobby_arts crafts_woodwork	Stories, articles, reference and guides to the hobby of woodworking, wood turning, carving, furniture making and amateur carpentry.
Beekeeping (IAB 258)	gs_hobby_beekeeping	Stories, articles, reference and guides to the hobby of beekeeping and honey making.
Birdwatching (IAB 259)	gs_hobby_birdwatching	Stories, articles and reference to the hobby of birdwatching and ornithology.
Cigars (IAB 260)	gs_hobby_cigars	Stories, articles, reference and guides to cigars, cigar accessories, cases and humidors.
Collecting (IAB 261)	gs_hobby_collecting	Reach Segment that contains all child segment definitions
Comic Books (IAB 262)	gs_hobby_collecting_comics	Stories, articles and reference to the hobby of comicbook collecting and comic fan conventions.
Stamps and Coins (IAB 263)	gs_hobby_collecting_stmpcoin	Stories, articles and reference to the hobbies of stamp and coin collecting.
Content Production (IAB 264)	gs_hobby_contentprod	Reach Segment that contains all child segment definitions.

Hobbies and Interests Segments Continued...

Segment Name	Segment Machine Name	Description
Audio Production (IAB 265)	gs_hobby_contentprod_audio	Stories, articles, reference and guides to the hobby of audio content production, audio engineering, recording, editing and mixing, audio production software, audio studios and equipment.
Freelance Writing (IAB 266)	gs_hobby_contentprod_writing	Stories, articles, reference and guides to the hobby of writing prose, poetry, journals, stories, novels and blogs.
Screenwriting (IAB 267)	gs_hobby_contentprod_scrnwrt	Stories, articles, reference and guides to the hobby of screenwriting.
Video Production (IAB 268)	gs_hobby_contentprod_video	Stories, articles, reference and guides to the hobby of video content production, film recording, engineering, editing, film production software and equipment.
Games and Puzzles (IAB 269)	gs_hobby_gamepuzzle	Reach Segment that contains all child segment definitions.
Board Games and Puzzles (IAB 270)	gs_hobby_gamepuzzle_board	Stories, articles, reference and guides to board games and puzzles.
Card Games (IAB 271)	gs_hobby_gamepuzzle_card	Stories, articles, reference and guides to card games, modern and traditional, and online card games.
Roleplaying Games (IAB 272)	gs_hobby_gamepuzzle_roleplay	Stories, articles, guides and reference to non-digital roleplaying games, for example tabletop, board and card games, live role-playing events (LARP) and conversation games.
Genealogy and Ancestry (IAB 273)	gs_hobby_genealogy	Stories, article, guides and reference to genealogy, family trees, birth, death, adoption, marriage and census records.
Inventing	gs_hobby_inventing	Stories, articles, guides and reference to the hobby of inventing, patents and intellectual property.

Home and Garden Segments

Segment Name	Segment Machine Name	Description
Home & Garden (IAB 274)	gs_homegarden	Reach Segment that contains all child segment definitions.
Gardening (IAB 275)	gs_homegarden_gardening	Stories, articles, guides and references related to gardening around the home, rooftop gardens, city gardens, cottage gardens and other garden types, domestic garden plants, care and gardening products.
Remodeling & Construction (IAB 276)	gs_homegarden_remodeling	Stories, articles, guides, listings, reviews and references related to home renovation, plans, home architects, remodeling, construction, building, plumbing, electrics, and similar.
Smart Home (IAB 277)	gs_homegarden_smarthome	Stories, articles, guides, reviews and references related to smart home devices, equipment, installation and usage.
Home Appliances (IAB 278)	gs_homegarden_appliances	Stories, articles, guides, reviews and reference to home appliances, white goods, and small appliances.
Home Entertaining (IAB 279)	gs_homegarden_entertaining	Stories, articles, guides, reviews and reference to home entertaining, including tableware, tablescape, decor, accessories and serving ware.
Home Improvement (IAB 280)	gs_homegarden_improvement	Stories, articles, guides, reference to DIY home improvements such as tools, techniques, hacks and so on.
Home Security (IAB 281)	gs_homegarden_security	Stories, articles, guides, reviews and reference to home security systems, alarms, locks, fencing and similar.
Indoor Environmental Quality (IAB 282)	gs_homegarden_environmental	Stories, articles, guides, reviews and reference to indoor environmental quality, products and systems, humidity and ventilation control, heating, lighting, quality building design and maintenance,

Home and Garden Segments Continued...

Segment Name	Segment Machine Name	Description
Interior Decorating (IAB 283)	gs_homegarden_indoordecor	Stories, articles, guides, reference to interior decorating, including painting, wallpaper, interior decorators, designers, furniture and accessories.
Landscaping (IAB 284)	gs_homegarden_landscaping	Stories, articles, guides, reference to landscape design, landscape designers, patios, paving, and other hard surfaces, outdoor building projects such as pools, ponds, walls, fencing, gazebos and decks.
Outdoor Decorating (IAB 285)	gs_homegarden_outdoordecor	Stories, articles, guides, reference to outdoor decorating, including outdoor furniture and accessories.

Medical Health Segments

Segment Name	Segment Machine Name	Description
Medical Health (IAB 286)	gs_health	Reach Segment that contains all child segment definitions
Cold and Flu (IAB 315)	gs_health_disease_coldflu	Stories, articles and reference to colds, flu, cold and flu symptoms, cold and flu remedies, medicines and other treatments.
Dental Health (IAB 316)	gs_health_disease_dental	Stories, articles and reference to dentistry, orthodontics, periodontics, teeth and gum health and oral hygiene.
Pharmaceutical Drugs (IAB 320)	gs_health_pharma	Stories, articles and reference to pharmaceutical products, over-the-counter and prescription medications, pain management and pain relief.
Vaccines (IAB 322)	gs_health_vaccines	Stories, articles and reference to vaccines and vaccination, vaccination programmes and booster shots.
Cosmetic Medical Services (IAB 323)	gs_health_cosmetic	Stories articles and reference to cosmetic procedures and cosmetic surgery.

Entertainment Segments

Segment Name	Segment Machine Name	Description
Entertainment (IAB)	gs_entertain	Reach Segment that contains all child segment definitions.
Podcasts	gs_entertain_podcasts	Stories, reviews and reference to podcasts including articles about podcasts and their presenters.
Movies (IAB 324)	gs_entertain_movies	Stories, articles, reviews and reference to movies, cinema, film actors and directors, movie production and filming, as well as industry events and awards including The Oscars.
Television (IAB 640)	gs_entertain_tv	Stories, articles, reviews, guides and reference to television shows, box-sets, television channels and networks.
Music and Audio (IAB 338)	gs_entertain_mus	Reach Segment that contains all child segment definitions
Adult Contemporary Music (IAB 339)	gs_entertain_mus_ac	Articles about, charts and reviews of popular music from the 60s to the present, including articles about the genre and the albums, musicians and songs themselves.
Soft AC Music (IAB 340)	gs_entertain_mus_ac_soft	Covered under Adult Contemporary
Urban AC Music (IAB 341)	gs_entertain_mus_ac_urban	Covered under Adult Contemporary
Adult Album Alternative (IAB 342)	gs_entertain_mus_adultalbalt	Articles about, charts and reviews of AAA music including articles about the genre and the albums, musicians and songs themselves.
Alternative Music (IAB 343)	gs_entertain_mus_alternative	Articles about, charts and reviews of alt-rock and underground music, including articles about the genre and the albums, musicians and songs themselves.
Children's Music (IAB 344)	gs_entertain_mus_children	Articles about, charts and reviews of music composed and performed for children, including articles about the genre and the albums, musicians and songs themselves.

Entertainment Segments Continued...

Segment Name	Segment Machine Name	Description
Classic Hits (IAB 345)	gs_entertain_mus_classichits	Articles about, charts and reviews of top 40 music from the mid-70s to the late 90s, including articles about the genre and the albums, musicians and songs themselves.
Classical Music (IAB 346)	gs_entertain_mus_classical	Articles about, charts and reviews of art music rooted in western liturgical and secular traditions, including articles about the genre and the albums, musicians and songs themselves.
College Radio (IAB 347)	gs_entertain_mus_college	Articles about radio stations run by students of a college or university.
Comedy (Music and Audio) (IAB 348)	gs_entertain_mus_comedy	Articles about, and reviews of comedy recordings and albums, including articles about the genre and the albums, musicians and songs themselves.
Contemporary Hits/Pop/Top 40 (IAB 349)	gs_entertain_mus_top40	Articles about, charts and reviews of current top 40 hits of popular music, including articles about the genre and the albums, musicians and songs themselves.
Country Music (IAB 350)	gs_entertain_mus_country	Articles about, charts and reviews of country music, including articles about the genre and the albums, musicians and songs themselves.
Dance and Electronic Music (IAB 351)	gs_entertain_mus_danceelect	Articles about, and reviews of dance and electronica, including articles about the genre and the albums, musicians and songs themselves.
World/International Music (IAB 352)	gs_entertain_mus_world	Articles about, charts and reviews of traditional folk and indigenous music from around the world, including articles about the genre and the albums, musicians and songs themselves.
Songwriters/Folk (IAB 353)	gs_entertain_mus_folk	Articles about, charts and reviews of traditional and contemporary folk music, including articles about the genre and the albums, musicians and songs themselves.
Gospel Music (IAB 354)	gs_entertain_mus_gospel	Articles about, charts and reviews of gospel music, including articles about the genre and the albums, musicians and songs themselves.

Entertainment Segments Continued...

Segment Name	Segment Machine Name	Description
Hip Hop Music (IAB 355)	gs_entertain_mus_hiphop	Articles about, charts and reviews of hip hop music, including articles about the genre and the albums, musicians and songs themselves.
Inspirational/New Age Music (IAB 356)	gs_entertain_mus_newage	Articles about, and reviews of new age, inspirational, meditation and ambient music, including articles about the genre and the albums, musicians and songs themselves.
Jazz (IAB 357)	gs_entertain_mus_jazz	Articles about, and reviews of jazz music, including articles about the genre and the albums, musicians and songs themselves.
Oldies/Adult Standards (IAB 358)	gs_entertain_mus_oldies	Articles about, and reviews of popular music from the 50s to the 70s, including articles about the genre and the albums, musicians and songs themselves.
Reggae (IAB 359)	gs_entertain_mus_reggae	Articles about, and reviews of reggae music, including articles about the genre and the albums, musicians and songs themselves.
Blues (IAB 360)	gs_entertain_mus_blues	Articles about, charts and reviews of blues music, including articles about the genre and the albums, musicians and songs themselves.
Religious (Music and Audio) (IAB 361)	gs_entertain_mus_religious	Articles about, and reviews of religious music and religious recordings, including articles about the genre and the albums, musicians, performers and songs themselves.
R&B/Soul/Funk (IAB 362)	gs_entertain_mus_soulfunk	Articles about, charts and reviews of Rhythm and Blues, Soul and Funk music, including articles about the genre and the albums, musicians and songs themselves.
Rock Music (IAB 363)	gs_entertain_mus_rock	Reach Segment that contains all child segment definitions
Album-oriented Rock (IAB 364)	gs_entertain_mus_rock_album	Articles about, charts and reviews of Rock Albums including articles including articles about the genre and the albums, musicians and songs themselves.

Entertainment Segments Continued...

Segment Name	Segment Machine Name	Description
Alternative Rock (IAB 365)	gs_entertain_mus_rock_alt	Articles about, charts and reviews of Alternative Rock (alt-rock) music that emerged from the independent music underground of the 1970s and became widely popular in the 1990s, including articles about the genre and the albums, musicians and songs themselves.
Classic Rock (IAB 366)	gs_entertain_mus_rock_classic	Articles about, charts and reviews of the radio format Classic Rock music, including articles about the genre and the albums, musicians and songs themselves.
Hard Rock (IAB 367)	gs_entertain_mus_rock_hard	Articles about, charts and reviews of Hard Rock (Heavy Rock, Heavy Metal) music characterized by aggressive vocals and distorted guitars, including articles about the genre and the albums, musicians and songs themselves. Includes Glam, Grunge, and Acid Rock.
Soft Rock (IAB 368)	gs_entertain_mus_rock_soft	Articles about, charts and reviews of the radio format Soft Rock music, including articles about the genre and the albums, musicians and songs themselves. May have significant overlaps with Adult Contemporary and may be too similar to distinguish.
Soundtracks, TV and Showtunes (IAB 369)	gs_entertain_mus_soundtracks	Articles about, charts and reviews of the Soundtrack, TV and Showtune albums and songs, including articles about the genre and the albums, musicians and songs.
Urban Contemporary Music (IAB 377)	gs_entertain_mus_urban	Articles about, charts and reviews of the radio format Urban Contemporary music, including articles about the genre and the albums, musicians and songs themselves. Includes Hip Hop, Urban Pop, R&B, and Latin.
Variety (Music and Audio) (IAB 378)	gs_entertain_mus_variety	Articles about, charts and reviews of the radio format Variety Music including articles about the genre and the albums, musicians and songs.

News, Law, Politics and War and Conflicts Segments

Segment Name	Segment Machine Name	Description
News	gs_news	National and international news articles and stories.
Law (IAB 383)	gs_law	Stories, articles and reference to law, legal issues, legislation, litigation and law enforcement.
Politics (IAB 386)	gs_politics	Reach Segment that contains all child segment definitions
Civic Affairs	gs_politics_civicaffairs	Articles, news and reference to civic affairs and engagement
American Politics	gs_politics_american	Articles, news and reference to American politics, politicians and political parties.
Arabic Politics	gs_politics_arabic	Articles, news and reference to Arabic politics, politicians and political parties.
Australian Politics	gs_politics_australian	Articles, news and reference to Australian politics, politicians and political parties.
Brazilian Politics	gs_politics_brazilian	Articles, news and reference to Brazilian politics, politicians and political parties.
British Politics	gs_politics_british	Articles, news and reference to British politics, politicians and political parties.
Bulgarian Politics	gs_politics_bulgarian	Articles, news and reference to Bulgarian politics, politicians and political parties.
Canadian Politics	gs_politics_canadian	Articles, news and reference to Canadian politics, politicians and political parties.
Chinese Politics	gs_politics_chinese	Articles, news and reference to Chinese politics, politicians and political parties.
Czech Politics	gs_politics_czech	Articles, news and reference to Czech politics, politicians and political parties.
Danish Politics	gs_politics_danish	Articles, news and reference to Danish politics, politicians and political parties.
Dutch Politics	gs_politics_dutch	Articles, news and reference to Dutch politics, politicians and political parties.
Finnish Politics	gs_politics_finnish	Articles, news and reference to Finnish politics, politicians and political parties.

News, Law, Politics and War and Conflicts Segments Continued...

Segment Name	Segment Machine Name	Description
French Politics	gs_politics_french	Articles, news and reference to French politics, politicians and political parties.
German Politics	gs_politics_german	Articles, news and reference to German politics, politicians and political parties.
Greek Politics	gs_politics_greek	Articles, news and reference to Greek politics, politicians and political parties.
Hindi Politics	gs_politics_hindi	Articles, news and reference to Hindi politics, politicians and political parties.
Hungarian Politics	gs_politics_hungarian	Articles, news and reference to Hungarian politics, politicians and political parties.
Indonesian Politics	gs_politics_indonesian	Articles, news and reference to Indonesian politics, politicians and political parties.
Italian Politics	gs_politics_italian	Articles, news and reference to Italian politics, politicians and political parties.
Japanese Politics	gs_politics_japanese	Articles, news and reference to Japanese politics, politicians and political parties.
Korean Politics	gs_politics_korean	Articles, news and reference to Korean politics, politicians and political parties.
Malaysian Politics	gs_politics_malaysia	Articles, news and reference to Malaysian politics, politicians and political parties.
Mexican Politics	gs_politics_mexican	Articles, news and reference to Mexican politics, politicians and political parties.
New Zealand Politics	gs_politics_newzealand	Articles, news and reference to New Zealand politics, politicians and political parties.
Norwegian Politics	gs_politics_norwegian	Articles, news and reference to Norwegian politics, politicians and political parties.
Filipino Politics	gs_politics_philippines	Articles, news and reference to Filipino politics, politicians and political parties.
Polish Politics	gs_politics_polish	Articles, news and reference to Polish politics, politicians and political parties.

News, Law, Politics and War and Conflicts Segments Continued...

Segment Name	Segment Machine Name	Description
Portuguese Politics	gs_politics_portuguese	Articles, news and reference to Portuguese politics, politicians and political parties.
Romanian Politics	gs_politics_romanian	Articles, news and reference to Romanian politics, politicians and political parties.
Russian Politics	gs_politics_russian	Articles, news and reference to Russian politics, politicians and political parties.
Slovakian Politics	gs_politics_slovakian	Articles, news and reference to Slovakian politics, politicians and political parties.
Spanish Politics	gs_politics_spanish	Articles, news and reference to Spanish politics, politicians and political parties.
Swedish Politics	gs_politics_swedish	Articles, news and reference to Swedish politics, politicians and political parties.
Swiss Politics	gs_politics_swiss	Articles, news and reference to Swiss politics, politicians and political parties.
Thai Politics	gs_politics_thai	Articles, news and reference to Thai politics, politicians and political parties.
Turkish Politics	gs_politics_turkish	Articles, news and reference to Turkish politics, politicians and political parties.
Vietnamese Politics	gs_politics_vietnamese	Articles, news and reference to Vietnamese politics, politicians and political parties.
Elections (IAB 387)	gs_politics_elections	Articles, news and reference to local and national elections, election results, analysis, debates and party political broadcasts.
Political Issues & Policy (IAB 388)	gs_politics_issues_policy	Articles, news and reference to political issues and policy.
War and Conflicts (IAB 389)	gs_war_conflict	Stories, articles, news and reference to war and conflicts, warzones and military operations.

Personal Finance Segments

Segment Name	Segment Machine Name	Description
Personal Finance (IAB 391)	gs_personalfin	Reach Segment that contains all child segment definitions
Consumer Banking (IAB 392)	gs_personalfin_banking	Articles, news, guides and reference to consumer banking, banks, bank accounts, personal finance and mortgage loans.
Financial Assistance (IAB 393)	gs_personalfin_assist	Reach Segment that contains all child segment definitions
Government Support and Welfare (IAB 394)	gs_personalfin_assist_welf	Articles, news and reference to government support and welfare, disablement benefits, employment and income support benefits, food stamps, welfare applications and programmes.
Student Financial Aid (IAB 395)	gs_personalfin_assist_stdnt	Articles, news, guides and reference to student financial aid, grants, bursaries, scholarships and loans.
Financial Planning (IAB 396)	gs_personalfin_assist_plan	Articles, news and reference to personal financial planning.
Frugal Living (IAB 397)	gs_personalfin_frugal	Articles, news, guides and reference to frugal living.
Insurance (IAB 398)	gs_personalfin_insure	Reach Segment that contains all child segment definitions.
Health Insurance (IAB 399)	gs_personalfin_insure_health	Articles, news and reference to health insurance.
Home Insurance (IAB 400)	gs_personalfin_insure_home	Articles, news and reference to home insurance.
Life Insurance (IAB 401)	gs_personalfin_insure_life	Articles, news and reference to life insurance.
Motor Insurance (IAB 402)	gs_personalfin_insure_motor	Articles, news and reference to motor insurance.
Pet Insurance (IAB 403)	gs_personalfin_insure_pet	Articles, news and reference to pet insurance.
Travel Insurance (IAB 404)	gs_personalfin_insure_travel	Articles, news and reference to travel insurance.

Personal Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Personal Debt (IAB 405)	gs_personalfin_debt	Reach Segment that contains all child segment definitions.
Credit Cards (IAB 406)	gs_personalfin_debt_credit	Articles, news and reference to credit cards, credit card fees and credit scores.
Home Financing (IAB 407)	gs_personalfin_debt_homefin	Articles, news and reference to home financing and refinancing products, mortgage rates, applications and deals.
Personal Loans (IAB 408)	gs_personalfin_debt_loans	Articles, news and reference to personal loans, secured and unsecured borrowing, credit scores and debt consolidation.
Student Loans (IAB 409)	gs_personalfin_debt_student	Articles, news and reference to student loans, undergraduate and postgraduate loans, and student loan repayment.
Personal Investing (IAB 410)	gs_personalfin_invest	Reach Segment that contains all child segment definitions.
Hedge Funds (IAB 411)	gs_personalfin_invest_hedge	Articles, news and reference to hedge funds, hedge fund managers, hedge fund management and investing strategies.
Mutual Funds (IAB 412)	gs_personalfin_invest_mutual	Articles, news and reference to mutual funds, mutual fund management and investment.
Options (IAB 413)	gs_personalfin_invest_option	Articles, news and reference to stock options and options trading.
Stocks and Bonds (IAB 414)	gs_personalfin_invest_stocks	Articles, news and reference to investment in, and trading of, stocks and bonds, stock and bond markets.
Personal Taxes (IAB 415)	gs_personalfin_taxes	Articles, news and reference to personal taxes and taxation, including income tax, inheritance tax, social security, tax returns and tax deductions.
Retirement Planning (IAB 416)	gs_personalfin_retirement	Articles, news and reference to retirement planning, pension planning and funds,
Home Utilities (IAB 417)	gs_personalfin_utility	Reach Segment that contains all child segment definitions.

Personal Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Gas and Electric (IAB 418)	gs_personalfin_utility_home	Articles, news, guides and reference to gas and electricity energy suppliers, home heating systems and energy bills.
Internet Service Providers (IAB 419)	gs_personalfin_utility_isp	Articles, news, guides and reference to internet service providers, selecting, rating, services, IP Address lookups, broadband, fibre Optics, routers, types.
Phone Services (IAB 420)	gs_personalfin_utility_phone	Articles, news, guides and reference to home and business telco and phone service packages, landlines, voice solutions, VOIP, call routing, screening, blocking, suppliers, answering services
Water Services (IAB 421)	gs_personalfin_utility_water	Articles, news, guides and reference to water utilities, domestic water systems, plumbing and waste water treatment.

Pets Segments

Segment Name	Segment Machine Name	Description
Pets (IAB 422)	gs_pets	Reach Segment that contains all child segment definitions
Birds (IAB 423)	gs_pets_birds	Articles, news and reference to pet birds.
Cats (IAB 424)	gs_pets_cats	Articles, news and reference to pet cats.
Dogs (IAB 425)	gs_pets_dogs	Articles, news and reference to pet dogs.
Fish and Aquariums (IAB 426)	gs_pets_fish	Articles, news and reference to fish and aquariums.
Large Animals (IAB 427)	gs_pets_large	Articles, news and reference to large pets including horses, ponies, donkeys, pigs, goats, llamas and alpaca.
Pet Adoptions (IAB 428)	gs_pets_petadoptions	Articles, news and reference to pet adoption.
Reptiles (IAB 429)	gs_pets_reptiles	Articles, news and reference to pet reptiles including snakes, lizards, terrapins and gecko.
Veterinary Medicine (IAB 430)	gs_pets_vets	Articles, news and reference to veterinary medicine, animal vaccinations and animal welfare.
Pet Supplies (IAB 431)	gs_pets_supplies	Articles, news, guides and reference to pet supplies and pet shops.

Pop Culture Segments

Segment Name	Segment Machine Name	Description
Pop Culture (IAB 432)	gs_popculture	Reach Segment that contains all child segment definitions.
Celebrities	gs_popculture_celeb	Reach Segment that contains all child segment definitions.
Celebrity Deaths (IAB 433)	gs_popculture_celebdeath	Articles, news, stories and reference to celebrity deaths.
Celebrity Families (IAB 434)	gs_popculture_celebfam	Articles and stories about celebrity families, children, and parenting.
Celebrity Homes (IAB 435)	gs_popculture_celebhome	Articles and stories about homes, real estate, purchases, building, architecture and decorating as it relates to a particular celebrity of well-known person.
Celebrity Pregnancy (IAB 436)	gs_popculture_celebpreg	Articles and stories about celebrity pregnancies and births.
Celebrity Relationships (IAB 437)	gs_popculture_celebrelation	Articles and stories about celebrity relationships, marriages, divorces, partnerships, couples and dating.
Celebrity Scandal (IAB 438)	gs_popculture_celebscandal	Articles and stories about celebrity scandals, rumours, including law suits, arrests, and affairs.
Celebrity Style (IAB 439)	gs_popculture_celebstyle	Articles and stories about celebrity style, fashion, clothing, designers, and runway attire.
Humor and Satire (IAB 440)	gs_popculture_humor	Humorous and satirical articles, stories, listing, sites, jokes and comedy treatments.

Real Estate Segments

Segment Name	Segment Machine Name	Description
Real Estate (IAB 441)	gs_realestate	Reach Segment that contains all child segment definitions.
Apartments (IAB 442)	gs_realestate_apartments	Articles, news, guides and listings relating to the sale or rental of apartments.
Retail Property (IAB 443)	gs_realestate_retail	Articles, news, guides and listings relating to the sale, rental or occupation of retail property.
Vacation Properties (IAB 444)	gs_realestate_vacation	Articles, news, guides and listings relating to the sale or rental of vacation properties, second homes and timeshare.
Developmental Sites (IAB 445)	gs_realestate_development	Articles, news, guides and listings relating to development sites for construction, planning and property development.
Hotel Properties (IAB 446)	gs_realestate_hotel	Articles, news, guides and listings relating to hotel properties and resorts.
Houses (IAB 447)	gs_realestate_houses	Articles, news, guides and listings relating to the sale or rental of houses.
Industrial Property (IAB 448)	gs_realestate_industrial	Articles, news, guides and listings relating to commercial real estate, commercial real estate investing in properties such as office buildings, warehouses, factories, retail, restaurant, leisure facilities and land.
Land and Farms (IAB 449)	gs_realestate_farms	Articles, news, guides and listings relating to the sale or rental of land and farms, including woodlands.
Office Property (IAB 450)	gs_realestate_office	Articles, news, guides and listings relating to the sale, rental or occupation of office property.
Real Estate Buying and Selling (IAB 451)	gs_realestate_buysell	Articles, news, guides and listings relating to the buying and selling or real estate for private use, or investment.

Personal Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Real Estate Renting and Leasing (IAB 452)	gs_realestate_rentlease	Articles, news, guides and listings relating to the renting and leasing or real estate for private use, or investment.

Science Segments

Segment Name	Segment Machine Name	Description
Science (IAB 464)	gs_science	Reach Segment that contains all child segment definitions as well as additional terms needed to fully define "science"
Biological Sciences (IAB 465)	gs_science_biology	Stories, articles, news and reference to biological sciences.
Chemistry (IAB 466)	gs_science_chemistry	Stories, articles, news and reference to chemistry.
Environment (IAB 467)	gs_science_environment	Stories, articles, news and reference to the environment and environmental issues including climate science, climate change, pollution, biodiversity, renewable energy and recycling.
Genetics (IAB 468)	gs_science_genetics	Stories, articles, news and reference to genetics.
Geography (IAB 469)	gs_science_geography	Stories, articles, news and reference to physical and human geography, the interactions of communities, cultures and economies with the environment, and the processes and patterns in the natural environment.
Geology (IAB 470)	gs_science_geology	Stories, articles, news and reference to geology, the structure, evolution and dynamics of the earth and its natural mineral and energy resources.
Physics (IAB 471)	gs_science_physics	Stories, articles, news and reference to physics.
Space and Astronomy (IAB 472)	gs_science_space	Stories, articles, news and reference to space and astronomy, the space industry, space tourism and space exploration.
Weather (IAB 390)	gs_science_weather	Stories, articles, news and reference to weather, weather forecasts and extreme weather.

Seasonal Events Segments

Segment Name	Segment Machine Name	Description
Seasonal Events	gs_seasevnt	Reach segment that contains all child segment definitions.
Back To School	gs_seasevnt_backtoschool	Articles, news, listings and reference to getting ready to go back to school, including uniforms, supplies and accessories.
Black Friday	gs_seasevnt_blackfriday	Articles, news, guides, listings and reference to Black Friday and Cyber Monday including discounts and deals.
Christmas	gs_seasevnt_christmas	Stories, articles, news and reference to Christmas, Christmas shopping, preparation, traditions and festivities.
Chinese New Year	gs_seasevnt_cny	Stories, articles, news and reference to Chinese New Year and Lunar New Year.
Copa America	gs_seasevnt_copaamerica	Stories, articles, news and reference to the Copa America soccer tournament.
Easter	gs_seasevnt_easter	Stories, articles, news and reference to the Easter festival, Easter gift giving and traditions.
Eid	gs_seasevnt_eid	Stories, articles, news and reference to the festivals of Eid al-Fitr and Eid al-Adha.
Euro Championship	gs_seasevnt_euros	Stories, articles, news and reference to the UEFA European soccer championship.
Father's Day	gs_seasevnt_fathersday	Stories, articles, news and reference to Father's Day and Father's Day gift ideas.
Fourth July	gs_seasevnt_fourthjuly	Stories, articles, news and reference to the United States federal holiday of Independence Day.
Halloween	gs_seasevnt_halloween	Stories, articles, news and reference to Halloween, decorations and pumpkin carving, and Halloween costume ideas.

Seasonal Events Segments Continued...

Segment Name	Segment Machine Name	Description
March Madness	gs_seasevnt_marchmadness	Stories, articles, news and reference to the 'March Madness' college basketball tournament.
Mid Autumn	gs_seasevnt_midautumn	Stories, articles, news and reference to the Mid-Autumn Festival.
Mother's Day	gs_seasevnt_mothersday	Stories, articles, news and reference to Mother's Day and Mother's Day gift ideas.
Music Festival	gs_seasevnt_musicfest	Stories, articles, news, guides and reference to Music Festivals including Coachella, Tomorrowland and Glastonbury.
New Year	gs_seasevnt_newyear	Stories, articles, news and reference to New Year's Eve, New Year's Day, New Year's resolutions and celebrations.
Oscars	gs_seasevnt_oscars	Stories, articles, news and reference to the the Oscars film awards, Oscar nominees and winners.
Singles Day	gs_seasevnt_singlesday	Stories, articles, news and reference to the Chinese holiday, Singles Day.
Summer Fun	gs_seasevnt_summerfun	Stories, articles, news and reference to Summertime events and activities, including summer parties, picnic and barbecue recipes and ideas.
Super Bowl	gs_seasevnt_superbowl	Stories, articles, news and reference to the NFL's Super Bowl championship American Football game.
Tennis Championship	gs_seasevnt_tennischamps	Stories, articles, news and reference to professional tennis championships, including Grand Slam events US Open, Australian Open, Roland Garros and Wimbledon.
Thanksgiving	gs_seasevnt_thanksgiving	Stories, articles, news and reference to Thanksgiving Day including menu ideas and recipes.
Valentine's Day	gs_seasevnt_valentinesday	Stories, articles, news and reference to Valentine's Day including gift ideas.

Shopping Segments

Segment Name	Segment Machine Name	Description
Shopping (IAB 473)	gs_shopping	Reach Segment that contains all child segment definitions
Party Supplies and Decorations (IAB 161)	gs_shopping_partysupplies	Articles, guides and listings for party supplies and decorations including party decorating ideas and themes.
Coupons and Discounts (IAB 474)	gs_shopping_coupons	Articles, guides and listings for promotional, discount and coupon codes.
Flower Shopping (IAB 475)	gs_shopping_flower	Articles, guides and listings relating to the sale of flowers, flowers for delivery and flower arranging services.
Gifts and Greetings Cards (IAB 476)	gs_shopping_giftscards	Articles, guides, listings and reviews of gifts, gift-giving, greetings cards, greetings card materials and stockists.
Grocery Shopping (IAB 477)	gs_shopping_grocery	Articles, guides, listings, reviews and resources related to groceries, grocery shopping, food shops and food halls and markets.
Holiday Shopping (IAB 478)	gs_shopping_holiday	Articles, guides, listings, reviews and resources related to shopping for holiday gifts and decorations, including Valentine's Day shopping, Christmas shopping, Thanksgiving shopping, Halloween shopping and other major regionally appropriate holidays.
Household Supplies (IAB 479)	gs_shopping_household	Articles, guides, listings and reviews of everyday household supplies including cleaning tools and products, laundry detergents and fabric softeners, dishwashing products, lightbulbs, batteries, bakeware and food storage containers.
Lotteries and Scratchcards (IAB 480)	gs_shopping_lottery	Stories, articles, news and reference to scratchcard and lottery draws, winners and results including major regional lotteries.

Shopping Segments Continued...

Segment Name	Segment Machine Name	Description
Sales and Promotions (IAB 481)	gs_shopping_sales	Stories, articles and references to sales and promotions, including Black Friday, post- and pre-holiday sales, and promotional activities.
Children's Games and Toys (IAB 482)	gs_shopping_children	Stories, articles, reviews and references to shopping for children's games and toys.

Sport Segments

Segment Name	Segment Machine Name	Description
Sports (IAB 483)	gs_sport	Reach Segment that contains all child segment definitions
Winter Sports	gs_sport_winter	Stories, articles, news and reference to winter sports including skiing, snowboarding, ice-hockey, ice-skating, speed skating, bobsleigh and luge.
American Football (IAB 484)	gs_sport_amfootball	Stories, articles, news and reference to American Football, fixtures, results, standings, player trades and signings. Also includes articles referencing American Football teams, players and other personnel.
Boxing (IAB 485)	gs_sport_boxing	Stories, articles, news and reference to boxing including professional boxers, boxing fixtures and fight results.
Cheerleading (IAB 486)	gs_sport_cheerleading	Stories, articles, news and reference to cheerleaders and cheerleading.
College Sports (IAB 487)	gs_sport_college	Reach Segment that contains all child segment definitions
College Football (IAB 488)	gs_sport_college_football	Stories, articles, news and reference to college football, fixtures, results, players, teams and college football programs.
College Basketball (IAB 489)	gs_sport_college_basketball	Stories, articles, news and reference to college basketball, fixtures, results, players, teams and college basketball programs.
College Baseball (IAB 490)	gs_sport_college_baseball	Stories, articles, news and reference to college baseball, fixtures, results, players, teams and college baseball programs.
Cricket (IAB 491)	gs_sport_cricket	Stories, articles, news and reference to cricket including professional competitions, tournaments, fixtures, results, standings, players and teams.
Cycling (IAB 492)	gs_sport_cycling	Stories, articles, news and reference to cycling including professional cycling, cyclists and events.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Darts (IAB 493)	gs_sport_darts	Stories, articles, news and reference to darts including professional darts players and competitions.
Disabled Sports (IAB 494)	gs_sport_disabledsports	Stories, articles, news and reference to disabled sports including blind soccer, deaf soccer, goalball, hand-cycling, wheelchair racing, wheelchair soccer, wheelchair rugby, wheelchair hockey, wheelchair tennis, wheelchair sailing, wheelchair basketball, wheelchair dance, wheelchair curling, wheelchair fencing and sitting volleyball.
Diving (IAB 495)	gs_sport_diving	Stories, articles, news and reference to divers and diving both as a competitive sport and a recreational pastime.
Equine Sports (IAB 496)	gs_sport_equine	Reach Segment that contains all child segment definitions Also include articles, stories and reference to equestrian activities such as dressage, show jumping, eventing, pony trials, fox hunting, riding, pony trekking, roping, rodeo, barrel racing, polo, gymkhana and so on. Includes HorseRacing as a distinct child segment.
Horse Racing (IAB 497)	gs_sport_equine_horseracing	Stories, articles, news and reference to horse racing, including jump races, flat races, steeplechasing, harness racing, trotting as well as associated topics around racehorse breeding, stud farms, training, organisations, sales and breezes.
Extreme Sports (IAB 498)	gs_sport_extreme	Reach Segment that contains all child segment definitions
Canoeing and Kayaking (IAB 499)	gs_sport_extreme_canoekayak	Stories, articles, news and reference to canoeing and kayaking including as a recreational activity and a competitive sport, canoe slalom, canoe and kayaking racing, and whitewater canoeing and kayaking.
Climbing (IAB 500)	gs_sport_extreme_climbing	Stories, articles, news and reference to indoor and outdoor climbing, including mountaineering, free climbing, rock climbing and bouldering.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Paintball (IAB 501)	gs_sport_extreme_paintball	Stories, articles, news and reference to paintball.
Scuba Diving (IAB 502)	gs_sport_extreme_scuba	Stories, articles, news and reference to scuba diving, including scuba diving courses, equipment and destinations.
Skateboarding (IAB 503)	gs_sport_extreme_skateboard	Stories, articles, news and reference to skateboarding, skateboarders, skate parks and skateboarding equipment.
Snowboarding (IAB 504)	gs_sport_extreme_snowboard	Stories, articles, news and reference to snowboarding, snowboarders, resorts and snowboarding equipment.
Surfing and Bodyboarding (IAB 505)	gs_sport_extreme_surfing	Stories, articles, news and reference to surfboarding, bodyboarding, long boarding, short boarding, paddleboarding, wind-surfing and kite surfing.
Waterskiing and Wakeboarding (IAB 506)	gs_sport_extreme_waterski	Stories, articles, news and reference to water skiing and wakeboarding.
Australian Rules Football (IAB 507)	gs_sport_ausfootball	Stories, articles, news and reference to Australian rules football, fixtures, results, players and teams.
Fantasy Sports (IAB 508)	gs_sport_fantasysports	Stories, articles, news, guides and reference to fantasy sports leagues.
Field Hockey (IAB 509)	gs_sport_fieldhockey	Stories, articles, news and reference to field hockey, fixtures, results, players and teams.
Figure Skating (IAB 510)	gs_sport_figureskating	Stories, articles, news and reference to figure skating, figure skaters, figures skating events and competitions.
Fishing Sports (IAB 511)	gs_sport_fishing	Stories, articles, news and reference to fishing and angling, coarse fishing, fly fishing, freshwater, saltwater and sea fishing, and fishing equipment.
Golf (IAB 512)	gs_sport_golf	Stories, articles, news and reference to golf, golfers, golf courses, golfing events and tournaments.
Gymnastics (IAB 513)	gs_sport_gymnastics	Stories, articles, news and reference to gymnastics, gymnasts, gymnastic events and competitions.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Handball	gs_sport_handball	Stories, articles, news and reference to handball, fixtures, results, players and teams.
Hunting and Shooting (IAB 514)	gs_sport_huntingshooting	Stories, articles, news and reference to hunting and shooting, including game and big-game hunting and shooting, hunting seasons and rules, licensing, and hunting and shooting gear.
Ice Hockey (IAB 515)	gs_sport_icehockey	Stories, articles, news and reference to ice-hockey, fixtures, results, players and teams.
Inline Skating (IAB 516)	gs_sport_inlineskating	Stories, articles, news and reference to roller skating and inline skating, roller blading, roller hockey, roller disco and park skating.
Lacrosse (IAB 517)	gs_sport_lacrosse	Stories, articles, news and reference to lacrosse, fixtures, results, players and teams.
Auto Racing (IAB 518)	gs_sport_autorace	Reach Segment that contains all child segment definitions
Formula 1	gs_sport_autorace_f1	Stories, articles, news and reference to Formula 1, races and results, drivers and teams.
Nascar	gs_sport_autorace_nascar	Stories, articles, news and reference to Nascar, races and results, drivers and teams.
Rally	gs_sport_autorace_rally	Stories, articles, news and reference to rally driving, including World Rally Championship races and results, drivers and teams.
Motorcycle Sports (IAB 519)	gs_sport_autorace_motorbike	Stories, articles, news and reference to motorcycle sports, including Motocross, motorcycle trials, speedway, motorcycle sidecar racing, Isle of Man TT, World Superbike Championship, MotoGP races and results, drivers and teams,
Martial Arts (IAB 520)	gs_sport_martial	Stories, articles, news and reference to martial arts, including mixed martial arts (MMA), karate, judo, muay thai, kung fu, kickboxing, ninjitsu, sambo, taekwondo, tai chi and wrestling.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Olympic Sports (IAB 521)	gs_sport_olympics	Reach Segment that contains all child segment definitions
Summer Olympic Sports (IAB 522)	gs_sport_olympics_summer	Stories, articles, news and reference to the summer Olympic Games, events and athletes.
Winter Olympic Sports (IAB 523)	gs_sport_olympics_winter	Stories, articles, news and reference to the winter Olympic Games, events and athletes.
Paralympics	gs_sport_paralympics	Stories, articles, news and reference to the Paralympic games, events and athletes.
Poker and Professional Gambling (IAB 524)	gs_sport_pokergambling	Stories, articles, news and reference to poker, professional gambling and professional gambling tournaments and events.
Powerboats	gs_sport_powerboats	Stories, articles, news and reference to powerboats and powerboat racing.
Rodeo (IAB 525)	gs_sport_rodeo	Stories, articles, news and reference to rodeo and rodeo events, including bull and bareback horse riding, calf roping and steer wrestling.
Rowing (IAB 526)	gs_sport_rowing	Stories, articles, news and reference to rowing, including competitive events and championships.
Rugby (IAB 527)	gs_sport_rugby	Reach Segment that contains all child segment definitions
Rugby League (IAB 528)	gs_sport_rugby_rugbyleague	Stories, articles, news and reference to rugby league, competitions, fixtures, results, players and teams.
Rugby Union (IAB 529)	gs_sport_rugby_rugbyunion	Stories, articles, news and reference to rugby union, competitions, fixtures, results, players and teams.
Sailing (IAB 530)	gs_sport_sailing	Stories, articles, news and reference to sailing, including competitive sailing, races and competitions such as the America's Cup, and the Vendee Globe
Skiing (IAB 531)	gs_sport_skiing	Stories, articles, news and reference to skiing, ski equipment, alpine skiing, nordic skiing, indoor and dry slope skiing, ski resorts and competitive skiing.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Snooker/Pool/Billiards (IAB 532)	gs_sport_snookerpool	Stories, articles, news and reference to snooker, pool and billiards including cues and equipment, as well as competitions and events.
Soccer (IAB 533)	gs_sport_soccer	Stories, articles, news and reference to soccer, including major national international leagues and competitions, fixtures, results, players and teams.
Badminton (IAB 534)	gs_sport_badminton	Stories, articles, news and reference to badminton, rackets and equipment, competitions and events.
Softball (IAB 535)	gs_sport_softball	Stories, articles, news and reference to softball, fixtures, results, players and teams.
Squash (IAB 536)	gs_sport_squash	Stories, articles, news and reference to squash, rackets and equipment, competitions and events.
Swimming (IAB 537)	gs_sport_swimming	Stories, articles, news and reference to swimming, including competition and events.
Table Tennis (IAB 538)	gs_sport_tabletennis	Stories, articles, news and reference to table tennis, table tennis equipment, competitions and events.
Tennis (IAB 539)	gs_sport_tennis	Stories, articles, news and reference to tennis, rackets and equipment, professional tennis players and tournaments including grand slam events.
Track and Field (IAB 540)	gs_sport_trackfield	Stories, articles, news and reference to track and field, events, athletes, track and field competitions and events.
Volleyball (IAB 541)	gs_sport_volleyball	Stories, articles, news and reference to volleyball, fixtures, results, players and teams.
Walking (IAB 542)	gs_sport_walking	Stories, articles, news and reference to competitive and race walking, walking races and events.
Water Polo (IAB 543)	gs_sport_waterpolo	Stories, articles, news and reference to water polo, water polo games and results.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Weightlifting (IAB 544)	gs_sport_weightlifting	Stories, articles, news and reference to weightlifting, including weightlifting exercises, competitive weightlifting, weights and weightlifting equipment.
Baseball (IAB 545)	gs_sport_baseball	Stories, articles, news and reference to baseball, including Major League Baseball (MLB), fixtures, results, players and teams.
Wrestling (IAB 546)	gs_sport_wrestling	Stories, articles, news and reference to competitive wrestling, competitions and events, as well as wrestling promotions, events and wrestling characters.
Basketball (IAB 547)	gs_sport_basketball	Stories, articles, news and reference to basketball, including the National Basketball League (NBA), fixtures, results, players and teams.
Beach Volleyball (IAB 548)	gs_sport_beachvolleyball	Stories, articles, news and reference to beach volleyball, fixtures, results, players and teams.
Bodybuilding (IAB 549)	gs_sport_bodybuilding	Stories, articles, news and reference to bodybuilding, including exercises, training, diet and meal plans for bodybuilding, as well as bodybuilding competitions and events.
Bowling (IAB 550)	gs_sport_bowling	Stories, articles, news and reference to bowling, including tenpin, nine pin, petanque, carpet and lawn bowls.
Sports Equipment (IAB 551)	gs_sport_equipment	Stories, articles, news and reference to sports equipment, including sports footwear and clothing, rackets, bats, clubs, balls etc and protective equipment.

Fashion Segments

Segment Name	Segment Machine Name	Description
Style & Fashion (IAB 552)	gs_fashion	Reach Segment that contains all child segment definitions
Beauty (IAB 553)	gs_fashion_beauty	Reach Segment that contains all child segment definitions
Hair Care (IAB 554)	gs_fashion_beauty_haircare	Articles, news, guides and reference to hair care, styling and hair care products.
Makeup and Accessories (IAB 555)	gs_fashion_beauty_makeup	Articles, news, guides and reference to makeup and accessories, makeup tips and and tutorials.
Nail Care (IAB 556)	gs_fashion_beauty_nailcare	Articles, news, guides and reference to nail care and nail care products.
Natural and Organic Beauty (IAB 557)	gs_fashion_beauty_natural	Stories, articles, news and reference to natural, organic, ethical and eco-friendly beauty products.
Perfume and Fragrance (IAB 558)	gs_fashion_beauty_perfume	Stories, articles, news and reference to perfumes and fragrances, eau de toilette, eau de parfum, eau de Cologne, aftershaves and body sprays.
Skin Care (IAB 559)	gs_fashion_beauty_skincare	Stories, articles, news, guides and reference to skin care, and skin care products including body lotions, body butter, body wash, moisturisers, anti-aging creams, exfoliators and sunscreen.
Women's Fashion (IAB 560)	gs_fashion_women	Reach Segment that contains all child segment definitions
Women's Accessories (IAB 561)	gs_fashion_women_acc	Reach Segment that contains all child segment definitions
Women's Glasses (IAB 562)	gs_fashion_women_acc_glasses	Articles, news and reference to women's glasses and sunglasses.
Women's Handbags and Wallets (IAB 563)	gs_fashion_women_acc_handbag	Articles, news and reference to women's bags, handbags and wallets.
Women's Hats and Scarves (IAB 564)	gs_fashion_women_acc_hatscarf	Articles, news and reference to women's hats and scarves.

Fashion Segments Continued...

Segment Name	Segment Machine Name	Description
Women's Jewelry and Watches (IAB 565)	gs_fashion_women_acc_jewelry	Articles, news and reference to women's jewelry and watches.
Women's Clothing (IAB 566)	gs_fashion_women_clthng	Reach Segment that contains all child segment definitions
Women's Business Wear (IAB 567)	gs_fashion_women_clthng_bus	Articles, news and reference to women's business wear.
Women's Casual Wear (IAB 568)	gs_fashion_women_clthng_cas	Articles, news and reference to women's casual wear.
Women's Formal Wear (IAB 569)	gs_fashion_women_clthng_form	Articles, news and reference to women's formal wear.
Women's Intimates and Sleepwear (IAB 570)	gs_fashion_women_clthng_int	Articles, news and reference to women's intimates and sleepwear.
Women's Outerwear (IAB 571)	gs_fashion_women_clthng_out	Articles, news and reference to women's outerwear including coats and jackets.
Women's Sportswear (IAB 572)	gs_fashion_women_clthng_sprt	Articles, news and reference to women's sportswear.
Women's Shoes and Footwear (IAB 573)	gs_fashion_women_shoes	Articles, news and reference to women's shoes and footwear.
Body Art (IAB 574)	gs_fashion_bodyart	Articles, news and reference to body art, including tattoos and piercings.
Children's Clothing (IAB 575)	gs_fashion_children	Articles, news and reference to children's clothing, including children's fashion and back-to-school clothing.
Designer Clothing (IAB 576)	gs_fashion_designer	Articles, news and reference to designer clothing.
Fashion Trends (IAB 577)	gs_fashion_trends	Articles, news and reference to fashion trends.
High Fashion (IAB 578)	gs_fashion_highfashion	Articles, news and reference to high fashion and haute couture.
Men's Fashion (IAB 579)	gs_fashion_men	Reach Segment that contains all child segment definitions
Men's Accessories (IAB 580)	gs_fashion_men_acc	Reach Segment that contains all child segment definitions
Men's Jewelry and Watches (IAB 581)	gs_fashion_men_acc_jewelry	Articles, news and reference to men's jewelry and watches.

Fashion Segments Continued...

Segment Name	Segment Machine Name	Description
Men's Clothing (IAB 582)	gs_fashion_men_clthng	Reach Segment that contains all child segment definitions
Men's Business Wear (IAB 583)	gs_fashion_men_clthng_bus	Articles, news and reference to men's business wear.
Men's Casual Wear (IAB 584)	gs_fashion_men_clthng_cas	Articles, news and reference to men's casual wear.
Men's Formal Wear (IAB 585)	gs_fashion_men_clthng_form	Articles, news and reference to men's formal wear.
Men's Outerwear (IAB 586)	gs_fashion_men_clthng_out	Articles, news and reference to men's outerwear including coats and jackets.
Men's Sportswear (IAB 587)	gs_fashion_men_clthng_sport	Articles, news and reference to men's sportswear.
Men's Underwear and Sleepwear (IAB 588)	gs_fashion_men_clthng_under	Articles, news and reference to men's underwear and sleepwear.
Men's Shoes and Footwear (IAB 589)	gs_fashion_men_shoes	Articles, news and reference to men's shoes and footwear.
Personal Care (IAB 590)	gs_fashion_persnlcare	Reach Segment that contains all child segment definitions
Bath and Shower (IAB 591)	gs_fashion_persnlcare_bath	Articles, news and reference to bath and shower products including soaps, shower gels, bath salts, bombs and soaks, shampoos and conditioners, sponges, towels and other bath accessories.
Deodorant and Antiperspirant (IAB 592)	gs_fashion_persnlcare_deo	Articles, news and reference to deodorants and anti-perspirants.
Oral care (IAB 593)	gs_fashion_persnlcare_oral	Articles, news and reference to oral care including toothbrushes, toothpastes, mouthwash, floss and other teeth, gum and tongue care products.
Shaving (IAB 594)	gs_fashion_persnlcare_shave	Articles, news and reference to shaving and shaving products, razors, electric shavers, shaving soaps and gels and other shaving products.
Street Style (IAB 595)	gs_fashion_street	Articles, news and reference to street style and streetwear brands.

Technology and Computing Segments

Segment Name	Segment Machine Name	Description
Technology & Computing (IAB 596)	gs_tech	Reach Segment that contains all child segment definitions
Artificial Intelligence (IAB 597)	gs_tech_ai	Articles, news and reference to AI, NLP, research, innovations, uses, product applications, and history including reviews, listings, tutorials, Q&As.
Augmented Reality (IAB 598)	gs_tech_ar	Articles, news and reference to augmented reality applications, development, research, usage and inventions including reviews, listings, tutorials, Q&As.
Computing (IAB 599)	gs_tech_compute	Reach Segment that contains all child segment definitions
Computer Networking (IAB 600)	gs_tech_compute_networking	Articles, news and reference to networking software, hardware, protocols, standards and systems including reviews, listings, tutorials, Q&As, resources.
Computer Peripherals (IAB 601)	gs_tech_compute_peripherals	Articles, news, guides, listings and reference to peripherals such as keyboards, mice, monitors, printers, cameras, and other input and output devices including reviews, listings, tutorials, Q&As.
Software and Applications (IAB 602)	gs_tech_compute_apps	Reach Segment that contains all child segment definitions
3-D Graphics (IAB 603)	gs_tech_compute_apps_3-d	Articles, news, guides, listings and reference to 3D graphics software, such as tools for modelling and texturing, as well as plugins, including reviews, listings, tutorials, Q&As, How-tos and courses.
Photo Editing Software (IAB 604)	gs_tech_compute_apps_photoe d	Articles, news, guides, listings and reference to photo editing software, including reviews, listings, tutorials, Q&As, How-tos and courses.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Shareware and Freeware (IAB 605)	gs_tech_compute_apps_shrware	Articles, news, guides and reference to free and open-source software, including reviews, listings, tutorials, Q&As.
Video Software (IAB 606)	gs_tech_compute_apps_video	Articles, news, guides, listings and reference to video editing software, including reviews, listings, tutorials, Q&As, How-tos and courses.
Web Conferencing (IAB 607)	gs_tech_compute_apps_conf	Articles, news, guides, listings and reference to web and video conferencing software, including reviews, listings, tutorials, Q&As, How-tos and courses.
Antivirus Software (IAB 608)	gs_tech_compute_apps_antivir	Articles, news, guides, listings and reference to anti-virus software, including reviews, listings, tutorials, Q&As, How-tos and courses.
Browsers (IAB 609)	gs_tech_compute_apps_browser	Articles, news, guides and reference to web browsers, including reviews, listings, tutorials, Q&As, How-tos and courses.
Computer Animation (IAB 610)	gs_tech_compute_apps_anim	Articles, news, guides, listings and reference to animation software, including reviews, listings, tutorials, Q&As, How-tos and courses.
Databases (IAB 611)	gs_tech_compute_apps_db	Articles, news, guides, listings and reference to computer database software.
Desktop Publishing (IAB 612)	gs_tech_compute_apps_dtp	Articles, news, guides, listings and reference to page layout and desktop publishing software, including reviews, listings, tutorials, Q&As, How-tos and courses.
Digital Audio (IAB 613)	gs_tech_compute_apps_audio	Articles, news, guides, listings and reference to audio software, including reviews, listings, tutorials, Q&As, How-tos and courses.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Graphics Software (IAB 614)	gs_tech_compute_apps_graphic	Articles, news, guides, listings and reference to computer graphics software, such as tools for graphic design, drawing, and other 2D graphics, including reviews, listings, tutorials, Q&As, How-tos and courses.
Operating Systems (IAB 615)	gs_tech_compute_apps_os	Articles, news and reference to Operating Systems, both mobile, desktop and other devices like set top boxes and consoles, including How-tos, reference, listings, components, and development.
Mac Software	gs_tech_compute_apps_mac	Articles, news, reviews and reference to Apple Mac software and operating systems.
Communication (IAB)	gs_tech_compute_apps_comms	Articles, news, guides, listings and reference to communication apps.
Maps & Navigation (IAB)	gs_tech_compute_apps_maps	Articles, news, guides, listings and reference to maps and navigation apps.
Productivity (IAB)	gs_tech_compute_apps_prod	Articles, news, guides, listings and reference to productivity apps.
Data Storage and Warehousing (IAB 616)	gs_tech_compute_datastorage	Articles, news and reference to computer data storage, including database technology, data warehouses, big data, data storage hardware, data organisation, performance, software and tools.
Desktops (IAB 617)	gs_tech_compute_desktops	Articles, news, reviews, listings and reference to desktop computers.
Information and Network Security (IAB 618)	gs_tech_compute_netsecurity	Articles, news and reference to network security, firewalls, authentication, security management, network attacks, antivirus software, encryption, penetration testing, vulnerabilities and so on.
Internet (IAB 619)	gs_tech_compute_net	Reach Segment that contains all child segment definitions Also matches content about more general terms around internet security, privacy, technologies, solutions, and trends.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Cloud Computing (IAB 620)	gs_tech_compute_net_cloud	Articles, news, guides, listings and reference to Cloud Computing processes, software, architecture, security and privacy, emerging trends, service models, companies and suppliers, deployment models.
Web Development (IAB 621)	gs_tech_compute_net_webdev	Articles, news, guides, tutorials and reference to about web development processes, software, architecture, security and privacy, emerging trends, companies and suppliers, deployment models.
Web Hosting (IAB 622)	gs_tech_compute_net_webhost	Articles, news, reviews, listings and reference to web hosting and web hosting providers including How-tos and tutorials on designing and creating websites.
Email (IAB 623)	gs_tech_compute_net_email	Articles, news, reviews and reference to email clients including How-tos and guides.
Internet for Beginners (IAB 624)	gs_tech_compute_net_beginner	Content including tutorials, articles, Q&A, How-to guides, reference materials, software tools, courses and learning materials for beginner internet usage.
Internet of Things (IAB 625)	gs_tech_compute_net_iiot	Articles, news, guides, listings and reference to IoT, sensors, embedded systems, control systems, home automation and smart home devices, consumer and commercial applications, trends, architecture and enabling technologies.
IT and Internet Support (IAB 626)	gs_tech_compute_net_support	Articles, news, guides and reference to IT and Internet support, training, services, network engineering, managed services, staffing, HR, tools and software.
Search (IAB 627)	gs_tech_compute_net_search	Articles, news and reference to search engine technologies, programming, and terminology.
Social Networking (IAB 628)	gs_tech_compute_net_social	Articles, news and reference to social networking, safety, privacy, influencers and influencer marketing, services and advice, but that aren't necessarily the social sites themselves. sometimes mistakenly picks up social links

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Web Design and HTML (IAB 629)	gs_tech_compute_net_webdes	Content including tutorials, articles, Q&A, reference materials, software tools and frameworks about web design, web programming, front end design, front end engineering, online user experience, interaction design.
Laptops (IAB 630)	gs_tech_compute_laptops	Articles, news, reviews, listings and reference to laptop computers.
Programming Languages (IAB 631)	gs_tech_compute_languages	Content including tutorials, articles, Q&A, reference materials, software tools and frameworks about programming languages, including historical languages.
Consumer Electronics (IAB 632)	gs_tech_consumer	Reach Segment that contains all child segment definitions Matches as a reach segment, but also includes additional generic terms around consumer electronics such as printers, paper shredders, radios, karaoke machines, retail sales, MP3 players, music systems trends, trade shows like CES, and services.
Cameras and Camcorders (IAB 633)	gs_tech_consumer_camera	Articles, news, guides, listings and reference to digital cameras, film cameras, camcorders, reviews, tips and techniques, classes, services, consumables, courses, news, trends, magazines, competitions.
Home Entertainment Systems (IAB 634)	gs_tech_consumer_homeent	Articles, news, guides, listings and reference to home entertainment systems, reviews, components, home cinema, guides, installation, surround sound.
Smartphones (IAB 635)	gs_tech_consumer_smartphone	Articles, news, guides, listings and reference to internet enabled mobile phones, including buying guides, reviews, tips, history, trends, features.
Tablets and E-readers (IAB 636)	gs_tech_consumer_tabletread	Articles, news, guides, listings and reference to tablets and e-readers, including buying guides, reviews, tips, history, trends, features, usage.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Wearable Technology (IAB 637)	gs_tech_consumer_wearables	Articles, news, guides, listings and reference to smartwatches, fitness trackers, sports tech, running watches, including tech news, reviews and guides.
Robotics (IAB 638)	gs_tech_robotics	Articles, news and reference to robots and robotics including their design, programming, manufacturer and use.
Virtual & Augmented Reality (IAB 639)	gs_tech_vr	Articles, news, reviews, listings and reference to virtual, mixed and augmented reality environments and games as well as virtual reality hardware such as glasses, headsets, controllers and other accessories.

Travel Segments

Segment Name	Segment Machine Name	Description
Travel (IAB 653)	gs_travel	Reach Segment that contains all child segment definitions.
Holidays	gs_travel_holidays	Stories, articles, reviews, guides and listings for holidays and vacations, including summer and winter breaks as well as destinations and resorts.
Travel Accessories (IAB 654)	gs_travel_accessories	Stories, articles, reviews and listings about travel accessories, including luggage, power adapters, camping and hiking equipment, travel containers and pillows, electronics, and locks.
Travel Locations (IAB 655)	gs_travel_locations	Reach Segment that contains all child segment definitions.
Africa Travel (IAB 656)	gs_travel_locations_africa	Stories, articles, reference and reviews for travel and attractions, sites and activities in the African continent.
Asia Travel (IAB 657)	gs_travel_locations_asia	Stories, articles, reference and reviews for travel and attractions, sites and activities in Asia, including SE Asia, Western Asia, Central Asia, and Eastern Asia.
Australia and Oceania Travel (IAB 658)	gs_travel_locations_ausocean	Stories, articles, reference and reviews for travel and attractions, sites and activities in Australia, and Oceania, including Australia, Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.
Europe Travel (IAB 659)	gs_travel_locations_europe	Stories, articles, reference and reviews for travel and attractions, sites and activities in Europe, including the UK, Western Europe and Eastern Europe
North America Travel (IAB 660)	gs_travel_locations_na	Stories, articles, reference and reviews for travel and attractions, sites and activities in North America, including the US, Canada and Mexico and the Caribbean.

Travel Segments Continued...

Segment Name	Segment Machine Name	Description
Polar Travel (IAB 661)	gs_travel_locations_polar	Stories, articles, reference and reviews for travel and attractions, sites and activities in the South and North Poles.
South America Travel (IAB 662)	gs_travel_locations_sa	Stories, articles, reference and reviews for travel and attractions, sites and activities in South America.
Travel Preparation and Advice (IAB 663)	gs_travel_preparationadvice	Stories, articles, reference around travel preparation and advice such as vaccinations, travel tips, governmental travel guidance, and warnings.
Travel Type (IAB 664)	gs_travel_type	Reach Segment that contains all child segment definitions
Adventure Travel (IAB 665)	gs_travel_type_adventure	Stories, articles and guides to travel that includes physical activity such as walking, trekking, hiking, climbing, expeditions, safaris, river and ocean boating, biking, and photography tours.
Family Travel (IAB 666)	gs_travel_type_family	Stories, articles, reviews, guides and listings for family travel including family holidays, beach trips, camping, amusement, water and theme parks.
Honeymoons and Getaways (IAB 667)	gs_travel_type_honeymoons	Stories, articles and guides to travel for couples and honeymooners, including locations, hotels, packages and resorts.
Hotels and Motels (IAB 668)	gs_travel_type_hotelmotel	Stories, articles and guides to hotels and motels, including listing and reviews globally.
Rail Travel (IAB 669)	gs_travel_type_rail	Stories, articles, reviews and guides to travel by train.
Road Trips (IAB 670)	gs_travel_type_roadtrips	Stories, articles and guides to long-distance holiday and vacation travel by automobile or caravan/motor home.
Spas (IAB 671)	gs_travel_type_spas	Stories, articles and guides to holidays, vacations and visits to health and beauty spas, including wellness breaks, spa hotels and packages, bootcamp spas, club spas, day spas, Hammams, mineral springs, spa resorts, thermal spas, and so on.
Air Travel (IAB 672)	gs_travel_type_air	Stories, articles, reviews and guides to travel by air.

Travel Segments Continued...

Segment Name	Segment Machine Name	Description
Beach Travel (IAB 673)	gs_travel_type_beach	Stories, articles, reviews and guides to beach and island holidays.
Bed & Breakfasts (IAB 674)	gs_travel_type_bandb	Stories, articles, reviews and listings for Bed and Breakfast accommodation.
Budget Travel (IAB 675)	gs_travel_type_budget	Stories, articles, reviews and guides to low cost travel options, cheap air fares, and low-cost accommodation.
Business Travel (IAB 676)	gs_travel_type_business	Stories, articles and guides to travel for business and corporate travellers, including business travel management, accounting, software and systems, risk management and platforms.
Camping (IAB 677)	gs_travel_type_camping	Stories, articles and guides to camping holidays, equipment, tips, advice, campsites, and glamping.
Cruises (IAB 678)	gs_travel_type_cruises	Stories, articles, reviews, guides and listings for cruises.
Day Trips (IAB 679)	gs_travel_type_daytrips	Stories, articles, reviews and guides to day trips.

Genre Segments

Segment Name	Segment Machine Name	Description
Genres (IAB)	gs_genres	Reach Segment that contains all child segment definitions.
Animation & Anime (IAB 641)	gs_genres_animationanime	Articles about, and reviews of animations, including articles about the genre and the animations themselves.
Soap Opera (IAB 642)	gs_genres_soapopera	Articles about and reviews of soap opera's, including articles about the genre and soap operas themselves.
Special Interest (Indie/Art House) (IAB 643)	gs_genres_specialint	Articles, reviews and reference to the independent / art house films genre, and independent / art house productions - typically films aimed at a niche market.
Family/Children (IAB 645)	gs_genres_familychildren	Articles, reviews and reference to the family/children genre as well as media and literary content aimed at a younger audience.
Comedy (IAB 646)	gs_genres_comedy	Articles, reviews and reference to comedy media productions and literature, as well as the comedy genre.
Drama (IAB 647)	gs_genres_drama	Articles, reviews and reference to drama media productions and literature, as well as the drama genre.
Factual (IAB 648)	gs_genres_factual	Articles, reviews and reference to factual media productions and literature, as well as the factual genre.
Reality TV (IAB 651)	gs_genres_reality	Articles, reviews and reference to reality TV productions, as well as the reality TV genre.
Science Fiction (IAB 652)	gs_genres_scifi	Articles, reviews and reference to the science fiction genre including science fiction media productions, literature and comics.
Action and Adventure (IAB 325)	gs_genres_actionadventure	Articles, reviews and reference to action and adventure media productions and literature, as well as the action and adventure genre.
Romance (IAB 326)	gs_genres_romance	Articles, reviews and reference to romantic media productions and literature, as well as the romance genre.
Mystery (IAB 331)	gs_genres_mystery	Articles, reviews and reference to the mystery media productions and literature, as well as the mystery genre.

Genre Segments Continued...

Segment Name	Segment Machine Name	Description
Documentary (IAB 332)	gs_genres_documentary	Articles, reviews and reference to the documentary, fly-on-the-wall and docudrama media productions as well as the documentary genre.
Horror (IAB 336)	gs_genres_horror	Articles, reviews and reference to horror genre, including horror media productions, literature and comics.
History (IAB)	gs_genres_history	Articles, reviews and reference to the history genre, as well as history media productions and literature.
Lifestyle (IAB)	gs_genres_lifestyle	Articles, reviews and reference to the lifestyle genre, as well as lifestyle media productions.
Talk Show (IAB)	gs_genres_talkshow	Articles, reviews and reference to the talk show genre, as well as talk show media productions.
True Crime (IAB)	gs_genres_truecrime	Articles, reviews and reference to the true crime genre, as well as true crime media productions and literature.
Western (IAB)	gs_genres_western	Articles, reviews and reference to the western genre, as well as western media productions and western fiction.
Fantasy (IAB 335)	gs_genres_fantasy	Articles, reviews and reference to the fantasy genre, as well as fantasy media productions, literature and comics
Musicals (IAB 156)	gs_genres_musicals	Articles, reviews and reference to the musicals genre, as well as musical media productions.
Holiday (IAB)	gs_genres_holiday	Articles, reviews and reference to the holiday genre, as well as holiday media productions typically including seasonal content suitable for family viewing.
Nature (IAB)	gs_genres_nature	Articles, reviews and reference to the nature genre, as well as media productions about the natural world.
Sports Radio (IAB 370)	gs_genres_sportsradio	Articles, reviews and reference to the sports radio genre, as well as sports radio productions.
Talk Radio (IAB 371)	gs_genres_talkradio	Articles, reviews and reference to the talk radio genre, as well as talk radio productions.

Genre Segments Continued...

Segment Name	Segment Machine Name	Description
Public Radio (IAB 376)	gs_genres_talkradio_pub	Articles, reviews and reference to the public radio genre, as well as public radio productions.
Biographies (IAB 44)	gs_genres_biographies	Articles, reviews and reference to the biographies, as well as biographical productions.
Young Adult (IAB 51)	gs_genres_youngadult	Articles, reviews and reference to the content and media aimed at young adults.

Video Gaming Segments

Segment Name	Segment Machine Name	Description
Video Gaming (IAB 680)	gs_vidgames	Reach Segment that contains all child segment definitions
Console Games (IAB 681)	gs_vidgames_console	Articles, news and reference to games played on consoles such as Playstation, X-Box, Nintendo systems, and historical consoles such as Dreamcast, Sega, Amiga, Atari Casio, Commodore and others.
eSports (IAB 682)	gs_vidgames_esports	Articles, news and reference to sporting competition on video games, including organisations, business practices, live streaming, tournaments and professional gaming.
Mobile Games (IAB 683)	gs_vidgames_mobile	Articles, news and reference to games played primarily on mobile phones, including those on iPhones, Android phones and other mobile operating systems.
PC Games (IAB 684)	gs_vidgames_pc	Articles, news and reference to games played primarily on personal computers (as opposed to mobile or consoles).
Video Game Genres (IAB 685)	gs_vidgames_genres	Reach Segment that contains all child segment definitions
Action Video Games (IAB 686)	gs_vidgames_genres_action	Articles, reviews and listings of Action games on any gaming platform, including first person-shooters, team-based shooters, beat 'em ups, fighting games, third person shooters, multi-player battle games. platformers, battle royale, and survival games. iOS categories: Games>Action Google Play categories: GAME_ACTION

Video Gaming Segments Continued...

Segment Name	Segment Machine Name	Description
Role-Playing Video Games (IAB 687)	gs_vidgames_genres_rpg	<p>Articles, reviews and listings of Role-Playing games on any gaming platform including Action RPGs, MMORPGs, Tactical RPGs, Sandbox RPGs, and First Person Party RPGs.</p> <p>iOS categories: Games>Role Playing</p> <p>Google Play categories: GAME_ROLE_PLAYING</p>
Simulation Video Games (IAB 688)	gs_vidgames_genres_sim	<p>Articles, reviews and listings of Simulation games on any platform, including virtual pets and life simulations, construction and management sims, farming, hunting and fishing sims, medical sims, wargames, vehicle and racing sims, train and truck sims, flight sims or simulations of physical games like pachinko or pinball.</p> <p>iOS categories: Games>Simulation, Games>Racing</p> <p>Google Play categories: GAME_SIMULATION, GAME_RACING</p>
Sports Video Games (IAB 689)	gs_vidgames_genres_sports	<p>Articles, reviews and listings of games that simulate sports, including team sports, track and field, combat sports, extreme sports. Includes arcade sports, sports sims, sports management, boxing and horse racing sims.</p> <p>iOS categories: Games>Sports</p> <p>Google Play categories: GAME_SPORTS</p>
Strategy Video Games (IAB 690)	gs_vidgames_genres_strategy	<p>Articles, reviews and listings of Real Time Strategy games, Tower Defense games, Turn-based strategy games, Multiplayer battle arenas.</p> <p>iOS categories: Games>Strategy</p> <p>Google Play categories: GAME_STRATEGY</p>

Video Gaming Segments Continued...

Segment Name	Segment Machine Name	Description
Action-Adventure Video Games (IAB 691)	gs_vidgames_genres_actionadv	Articles, reviews and listings of games that combine action and adventure genres and as such will have significant overlap with both action games and adventure games. Includes Isometric platform games, platform adventure games, stealth games, survival games, and first and third person games that feature both problem-solving and action elements (shooting, fighting, etc). iOS categories: N/A Google Play categories: N/A
Adventure Video Games (IAB 692)	gs_vidgames_genres_adventure	Articles, reviews and listings of games based primarily on interactive stories, exploration and problem-solving. Includes puzzle adventure games, walking simulators, narrative adventure games, visual novels and text adventures. iOS categories: Games>Adventure Google Play categories: GAME_ADVENTURE
Casual Games (IAB 693)	gs_vidgames_genres_casual	Articles, reviews and listings of games that are meant to be quick to play and easy to learn. They can incorporate nearly any genre, but are often on mobile. Includes game types such as Idle Clickers, Match 3, Card Collection and Board Games, Trivia and Word Games, Fashion and Decorating games. iOS categories: Games>Casual, Games>Trivia, Games>Word, Games>Card Google Play categories: GAME_CASUAL, GAME_TRIVA, GAME_WORD, GAME_CARD
Educational Video Games (IAB 694)	gs_vidgames_genres_edu	Articles, reviews and listings of games that provide learning or training, including edutainment games and articles about edutainment and gamification of traditional training activities. iOS categories: Games>Educational Google Play categories: GAME_EDUCATIONAL

Video Gaming Segments Continued...

Segment Name	Segment Machine Name	Description
Exercise and Fitness Video Games (IAB 695)	gs_vidgames_genres_exercise	Articles, reviews and listings of games based primarily on interactive stories, exploration and problem-solving. Includes puzzle adventure games, walking simulators, narrative adventure games, visual novels and text adventures. iOS categories: Health & Fitness Google Play categories: HEALTH_AND_FITNESS
MMOs (IAB 696)	gs_vidgames_genres_mmo	Articles, reviews and listings of games featuring gameplay for multiple players simultaneously, often in single or persistent open worlds or multiple game worlds. Also including articles relating to virtual economies, MMO technology, research, history and social aspects of Multiplayer games. iOS categories: N/A Google Play categories: N/A
Music and Party Video Games (IAB 697)	gs_vidgames_genres_music	Articles, reviews and listings of Rhythm games, Musical Memory games, or games designed to be played in groups or social gatherings. iOS categories: Games>Music Google Play categories: GAME_MUSIC
Puzzle Video Games (IAB 698)	gs_vidgames_genres_puzzle	Articles, reviews and listings of games broadly associated with problem-solving, pattern-matching, matching, memorization, brain trainers, Picture Reveals, Hidden Object, Tile Matching, traditional puzzles, Significant overlap with Casual Games. iOS categories: Games>Puzzle Google Play categories: GAME_PUZZLE
Adult Video Games (IAB)	gs_vidgames_genres_adult	Articles, reviews and listings of video games with a focus on mature themes, which may include graphic content such as violence, scenes of a sexual nature or nudity. iOS categories: N/A Google Play categories: N/A

Video Gaming Segments Continued...

Segment Name	Segment Machine Name	Description
Casino and Gambling Video Games (IAB)	gs_vidgames_genres_casino	Articles, reviews and listings of casino and gambling video games, including games providing the opportunity for gambling real money. iOS categories: Games > Casino Google Play categories: GAME_CASINO
Family Video Games (IAB)	gs_vidgames_genres_family	Articles, reviews and listings of video games designed to be played by families or in groups that are suitable for all ages. iOS categories: Games > Family Google Play categories: N/A
Horror Video Games (IAB)	gs_vidgames_genres_horror	Articles, reviews and listings of horror video games, including survival, action, psychological and jump scare horror. iOS categories: N/A Google Play categories: N/A
Racing Video Games (IAB)	gs_vidgames_genres_racing	Articles, reviews and listings of racing video games, including arcade-style, simulation, kart and futuristic racing games. iOS categories: Games > Racing Google Play categories: GAME_RACING

COVID 19 Segments

Segment Name	Segment Machine Name	Description
COVID 19	gs_covid_19	Stories, articles, news and reference to the global COVID 19 pandemic.

Predicts Segments

Oracle Contextual Intelligence Predicts segments utilize dynamic trend technology to expand reach and relevancy of curated categories. Predicts segments are updated daily with the strongest associated terms surrounding the set of seed terms, allowing brands to stay ahead of trends that relate to their chosen category. Pairing Predicts segments with Brand Suitability will help brands mitigate risk while extending the reach into key areas of opportunity.

Similar to brand suitability and standard segments, advertisers can build custom Predicts segments to accommodate their brand's unique message and meet intended audience, editorial, event or campaign-based needs.

Segment Name	Segment Machine Name	Description
Predicts: All Things New Year	gs_predicts_allthingsnewyear	Related trending themes and adjacent topics to new years eve, parties, celebrations and new years resolutions.
Predicts: Alpine Vacations	gs_predicts_alpinevacations	Related trending themes and adjacent topics to winter alpine vacations, skiing, snowboarding and travel.
Predicts: Auto Enthusiasts	gs_predicts_autoenthusiasts	Related trending themes and adjacent topics to classic and custom car enthusiasts, car owners clubs and car meets.
Predicts: Auto Racing F1	gs_predicts_autoracing_f1	Related trending themes and adjacent topics to Formula 1, including Grand Prix races, Formula 1 teams and drivers.
Predicts: Auto Shows	gs_predicts_autoshows	Related trending themes and adjacent topics to auto shows, including classic, luxury, muscle and sports car shows.
Predicts: Autumn Outdoors	gs_predicts_autumnoutdoors	Related trending themes and adjacent topics to Fall and seasonal outdoor activities.
Predicts: Back to School	gs_predicts_backtoschool	Related trending themes and adjacent topics to going back to school, including back to school supplies, trends, shopping and deals.
Predicts: Ballet, Opera & Symphony	gs_predicts_balletoperasymph	Related trending themes and adjacent topics to ballet, concerts, musicals, symphony, theatre and performing arts.
Predicts: Black Friday Cyber Monday	gs_predicts_blackfridaycybermon	Related trending themes and adjacent topics to Black Friday and Cyber Monday, shopping, deals, discounts and promotions.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Brocations	gs_predicts_brocations	Related trending themes and adjacent topics to male bonding vacations including travel, activity and adventure.
Predicts: Business Travel	gs_predicts_business_travel	Related trending themes and adjacent topics to business travel including conferences, flights and accommodation.
Predicts: Business and Finance	gs_predicts_businessandfinance	Related trending themes and adjacent topics to business and finance, economy, investing, stocks and trading.
Predicts: Business Software Buyers	gs_predicts_bussoftwarebuyers	Related trending themes and adjacent topics to business software, including cloud hosting, services, security, CRM and financial software.
Predicts: Buying a Home	gs_predicts_buyingahome	Related trending themes and adjacent topics to buying a home.
Predicts: Celebrity News	gs_predicts_celebritynews	Related trending themes and adjacent topics to celebrity news and gossip.
Predicts: Charity	gs_predicts_charity	Related trending themes and adjacent topics to charity, not-for-profit organizations and volunteering.
Predicts: Chinese New Year	gs_predicts_chinesenewyear	Related trending themes and adjacent topics to Chinese New Year and Chinese New Year celebrations.
Predicts: Christmas	gs_predicts_christmas	Related trending themes and adjacent topics to Christmas, the Christmas holidays and gift giving.
Predicts: Chuseok	gs_predicts_chuseok	Related trending themes and adjacent topics to the Korean harvest festival of Chuseok.
Predicts: Cocktail Beer Enthusiasts	gs_predicts_cocktailbeerenthus	Related trending themes and adjacent topics to alcoholic drinks, cocktails, ales and beers.
Predicts: Coffee Tea Drinker	gs_predicts_coffeeteadrinker	Related trending themes and adjacent topics to coffee and tea.
Predicts: Cold Flu Season	gs_predicts_coldfluseason	Related trending themes and adjacent topics to cold and flu season, vaccines and remedies.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: College Bound	gs_predicts_collegebound	Related trending themes and adjacent topics to preparation for attending college and university, including tuition, fees, academic programmes and accommodation.
Predicts: Combat Sports	gs_predicts_combatsports	Related trending themes and adjacent topics to combat sports and martial arts including MMA.
Predicts: Compassion	gs_predicts_compassion	Related trending themes and adjacent topics to compassion.
Predicts: Cord Cutters	gs_predicts_cordcutters	Related trending themes and adjacent topics to television streaming services.
Predicts: Cutting Edge Enthusiasts	gs_predicts_cuttingedgetechn thusiasts	Related trending themes and adjacent topics to cutting edge technologies, including consumer electronics, artificial intelligence and augmented reality.
Predicts: Diet Fitness	gs_predicts_dietfitness	Related trending themes and adjacent topics to exercise, fitness, healthy eating and diet.
Predicts: Dining Delivery	gs_predicts_diningindelivery	Related trending themes and adjacent topics to dining in, food delivery apps and services.
Predicts: Dining Out	gs_predicts_diningout	Related trending themes and adjacent topics to eating out.
Predicts: Do Your Own Taxes	gs_predicts_doyourowntaxes	Related trending themes and adjacent topics to
Predicts: Drivers of Hybrids	gs_predicts_driversofhybrids	Related trending themes and adjacent topics to hybrid engine cars.
Predicts: E3 Event/Gamers	gs_predicts_e3_event_gamers	Related trending themes and adjacent topics to the gaming industry's Electronic Entertainment Expo (E3).
Predicts: Easter Celebrator	gs_predicts_easter_celebrator	Related trending themes and adjacent topics to Easter and Easter celebration.
Predicts: Elegant Lifestyles	gs_predicts_elegantlifestyles	Related trending themes and adjacent topics to luxury lifestyles.
Predicts: Energy Topics	gs_predicts_energy_topics	Related trending themes and adjacent topics to energy production and technologies.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Extreme Sports	gs_predicts_extremesports	Related trending themes and adjacent topics to extreme sports including, skydiving, base jumping, skiing, snowboarding, white water canoeing and rafting, paragliding and mountain biking.
Predicts: Fathers Day	gs_predicts_fathersday	Related trending themes and adjacent topics to Fathers Day.
Predicts: FIFA	gs_predicts_fifa	Related trending themes and adjacent topics to FIFA soccer.
Predicts: Film Festival Awards	gs_predicts_filmfestivalsawards	Related trending themes and adjacent topics to film festivals and awards including Cannes, the Sundance the Oscars, the Emmy's,
Predicts: Find a Pro/Tax Season	gs_predicts_findapro_taxseason	Related trending themes and adjacent topics to personal taxation and tax professionals.
Predicts: Foodies	gs_predicts_foodies	Related trending themes and adjacent topics to food and food lovers.
Predicts: Formula One	gs_predicts_formulaone	Related trending themes and adjacent topics to Formula 1.
Predicts: Frequent Travelers	gs_predicts_frequenttravelers	Related trending themes and adjacent topics to backpacking and frequent travel.
Predicts: Gamers	gs_predicts_gamers	Related trending themes and adjacent topics to gamers and gaming.
Predicts: Getting Married	gs_predicts_gettingmarried	Related trending themes and adjacent topics to getting married, including wedding fairs, venues, florists, caterers and honeymoons.
Predicts: Gift Giving	gs_predicts_giftgiving	Related trending themes and adjacent topics to gift shopping and gift giving.
Predicts: Girls Weekend	gs_predicts_girlsweekend	Related trending themes and adjacent topics to girl's weekends including spa, pampering, bachelorette and hen party weekends.
Predicts: Golden Week	gs_predicts_golden_week	Related trending themes and adjacent topics to the 'Golden Week' holidays celebrated in China and Japan.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Golf	gs_predicts_golf	Related trending themes and adjacent topics to golf, golf clubs, courses and tournaments.
Predicts: Graduate Degree	gs_predicts_graduatedegree	Related trending themes and adjacent topics to graduate degrees.
Predicts: Halloween	gs_predicts_halloween	Related trending themes and adjacent topics to halloween, halloween costumes, decoration, games, pumpkin carving and trick or treating.
Predicts: Hanukkah	gs_predicts_hanukkah	Related trending themes and adjacent topics to Hannukah.
Predicts: Healthy Lifestyle	gs_predicts_healthy lifestyle	Related trending themes and adjacent topics to healthy lifestyles including healthy eating and exercising.
Predicts: Healthy Skin & Hair	gs_predicts_healthy skin hair	Related trending themes and adjacent topics to hair and skin care.
Predicts: Hipsters Rule	gs_predicts_hipsters_rule	Related trending themes and adjacent topics to hipsters including contemporary fashion and urban style.
Predicts: Hockey	gs_predicts_hockey	Related trending themes and adjacent topics to the ice hockey and the NHL.
Predicts: Holiday Shoppers	gs_predicts_holiday shoppers	Related trending themes and adjacent topics to seasonal holiday shopping for gifts.
Predicts: Home Bakers Chefs	gs_predicts_home bakers chefs	Related trending themes and adjacent topics to home baking, cooking and recipes.
Predicts: Home Entertainers	gs_predicts_home entertainers	Related trending themes and adjacent topics to home entertaining, including hosting drinks and dinner parties.
Predicts: Home Improvement	gs_predicts_home improvement	Related trending themes and adjacent topics to home improvement including landscaping, interior renovation, remodelling and decoration.
Predicts: Homemakers	gs_predicts_homemakers	Related trending themes and adjacent topics to home makers and household .

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Home Mechanic	gs_predicts_homemechanic	Related trending themes and adjacent topics to car restoration and home mechanics.
Predicts: Home Remodeling	gs_predicts_homeremodeling	Related trending themes and adjacent topics to home remodeling and improvement, interior design and decoration.
Predicts: Insurance	gs_predicts_insurance	Related trending themes and adjacent topics to insurance including home, business, landlord, medical, travel, pet and car insurance.
Predicts: Interested Millennial	gs_predicts_interestedmillennial	Related trending themes and adjacent topics to millennial interests.
Predicts: International Sports	gs_predicts_internationalsports	Related trending themes and adjacent topics to international sports, including major tournaments and championships.
Predicts: Jewelry Watches	gs_predicts_jewelry_watches	Related trending themes and adjacent topics to jewellery and watches.
Predicts: Latin Grammys	gs_predicts_latin_grammys	Related trending themes and adjacent topics to the Latin grammy awards.
Predicts: Latin Music	gs_predicts_latin_music	Related trending themes and adjacent topics to Latin music.
Predicts: Legal Industry	gs_predicts_legal_industry	Related trending themes and adjacent topics to the legal industry.
Predicts: Luxury Auto Enthusiasts	gs_predicts_luxuryautoenthus	Related trending themes and adjacent topics to luxury cars.
Predicts: March Madness	gs_predicts_marchmadness	Related trending themes and adjacent topics to the March Madness basketball tournament.
Predicts: Marketers	gs_predicts_marketers	Related trending themes and adjacent topics to advertising, marketing and communications.
Predicts: Men's Fitness	gs_predicts_mensfitness	Related trending themes and adjacent topics to men's fitness.
Predicts: Mens Health	gs_predicts_menshealth	Related trending themes and adjacent topics to men's health.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Mens Interests	gs_predicts_mensinterests	Related trending themes and adjacent topics to mens interests.
Predicts: Mid Autumn Festival	gs_predicts_midautumnfestival	Related trending themes and adjacent topics to the Chinese Mid-Autumn Festival.
Predicts: Millennial Moms	gs_predicts_millennialmoms	Related trending themes and adjacent topics to Moms of millennials.
Predicts: Major League Baseball	gs_predicts_mlb	Related trending themes and adjacent topics to to Major League Baseball.
Predicts: Moms, Dads & Grads	gs_predicts_moms_dads_grads	Related trending themes and adjacent topics to college, university and student finance.
Predicts: Mothers Day	gs_predicts_mothersday	Related trending themes and adjacent topics to Mothers Day.
Predicts: Motorcycles	gs_predicts_motorcycles	Related trending themes and adjacent topics to motorcycles, including production and custom bikes.
Predicts: Movers	gs_predicts_movers	Related trending themes and adjacent topics to moving home, home renovation, insurance and mortgage finance.
Predicts: Movies and Entertainment	gs_predicts_moviesandentertainment	Related trending themes and adjacent topics to movies and entertainment.
Predicts: Music Festival Award	gs_predicts_musicfestivalsaward	Related trending themes and adjacent topics to music festivals.
Predicts: Music Industry	gs_predicts_musicindustry	Related trending themes and adjacent topics to the music industry including new releases, artists, albums, concerts and music awards.
Predicts: NASCAR	gs_predicts_nascar	Related trending themes and adjacent topics to Nascar.
Predicts: National Basketball League	gs_predicts_nba	Related trending themes and adjacent topics to basketball and the NBA.
Predicts: Needing Legal Council	gs_predicts_needinglegalcouncil	Related trending themes and adjacent topics to court proceeding and legal counsel.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: New Job	gs_predicts_newjob	Related trending themes and adjacent topics to finding a new job.
Predicts: New Years Eve	gs_predicts_newyearseve	Related trending themes and adjacent topics to New Years Eve celebrations.
Predicts: New Years Resolution	gs_predicts_newyearsresolutions	Related trending themes and adjacent topics to New Years resolutions.
Predicts: NFL NCAA Football	gs_predicts_nflncaafootball	Related trending themes and adjacent topics to College and NFL American Football.
Predicts: Nightlife	gs_predicts_nightlife	Related trending themes and adjacent topics to nightlife including, drinks, eating out, cinema nightclubs and parties.
Predicts: Nutrition Conscious	gs_predicts_nutritionconscious	Related trending themes and adjacent topics to healthy food and healthy eating.
Predicts: Oktoberfest	gs_predicts_oktoberfest	Related trending themes and adjacent topics to Oktoberfest.
Predicts: Olympics Moments	gs_predicts_olympicsmoments	Related trending themes and adjacent topics to the Olympics.
Predicts: Oralcare	gs_predicts_oralcare	Related trending themes and adjacent topics to oral care, including dental care, and dental insurance.
Predicts: Oscars Emmys Globes	gs_predicts_oscarsemmysglobes	Related trending themes and adjacent topics to TV and film awards including the Oscars, Emmys and Golden Globes.
Predicts: Outdoors in Autumn	gs_predicts_outdoorsinautumn	Related trending themes and adjacent topics to Fall and seasonal outdoor activities.
Predicts: Parents of Young Kids	gs_predicts_parentsyoungkids	Related trending themes and adjacent topics to parents of young kids including, child-friendly games and activities.
Predicts: Parents Teachers	gs_predicts_parentsteachers	Related trending themes and adjacent topics to parents and teachers.
Predicts: Performing Arts	gs_predicts_performingarts	Related trending themes and adjacent topics to performing arts.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Pet lovers	gs_predicts_petlovers	Related trending themes and adjacent topics to keeping pets.
Predicts: Pharma Compassion	gs_predicts_pharma_compassion	Related trending themes and adjacent topics to compassionate care.
Predicts: Premier League	gs_predicts_premierleague	Related trending themes and adjacent topics to English Premier League soccer.
Predicts: Pünkösöd	gs_predicts_punkosd	Related trending themes and adjacent topics to the Christian holiday of Pentecost.
Predicts: Quit Smoking	gs_predicts_quitsmoking	Related trending themes and adjacent topics to quitting smoking.
Predicts: Ramadan	gs_predicts_ramadan	Related trending themes and adjacent topics to Ramadan.
Predicts: Real Estate Industry	gs_predicts_realestateind	Related trending themes and adjacent topics to the real estate industry.
Predicts: Retail Industry	gs_predicts_retail_industry	Related trending themes and adjacent topics to the retail industry.
Predicts: Royal Wedding	gs_predicts_royalwedding	Related trending themes and adjacent topics to royal weddings.
Predicts: Rugby	gs_predicts_rugby	Related trending themes and adjacent topics to rugby.
Predicts: Rugby World Cup	gs_predicts_rugby_world_cup	Related trending themes and adjacent topics to the rugby World Cup.
Predicts: Savvy Shopper & Couponing	gs_predicts_savvyshopperscouponing	Related trending themes and adjacent topics to discount shopping, deals and coupons.
Predicts: South by Southwest (SXSW)	gs_predicts_sbsw_event	Related trending themes and adjacent topics to South by Southwest event.
Predicts: Singles Day Travel	gs_predicts_singlesday_travel	Related trending themes and adjacent topics to Single's Day travel.
Predicts: Single Day Shopper	gs_predicts_singlesdayshopper	Related trending themes and adjacent topics to Single's Day shopping.
Predicts: Small Medium Bus	gs_predicts_small_med_bus	Related trending themes and adjacent topics to small and medium sizes business owners.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Smart Phone	gs_predicts_smartphone	Related trending themes and adjacent topics to smartphones.
Predicts: Software Industry	gs_predicts_software_industry	Related trending themes and adjacent topics to the software industry.
Predicts: Songkran	gs_predicts_songkran	Related trending themes and adjacent topics to the Thai new year festival of Songkran.
Predicts: Spa Wellness Trips	gs_predicts_spa_wellnesstrips	Related trending themes and adjacent topics to health clubs, spa and wellness trips.
Predicts: Sports Top Stories	gs_predicts_sportstopstories	Related trending themes and adjacent topics to top sports stories
Predicts: Spring Break	gs_predicts_spring_break	Related trending themes and adjacent topics to spring break.
Predicts: Startups	gs_predicts_startups	Related trending themes and adjacent topics to startups, including early stage funding and investment.
Predicts: St. Patrick's Day	gs_predicts_stpatricksday	Related trending themes and adjacent topics to St Patrick's Day.
Predicts: Style Fashion	gs_predicts_stylefashion	Related trending themes and adjacent topics to style and fashion.
Predicts: Super Bowl	gs_predicts_superbowl	Related trending themes and adjacent topics to the Superbowl.
Predicts: Superhero Comics	gs_predicts_superheroscomics	Related trending themes and adjacent topics to super hero comics.
Predicts: Super Silvers	gs_predicts_supersilvers	Related trending themes and adjacent topics to the older generation.
Predicts: Technology	gs_predicts_technology	Related trending themes and adjacent topics to technology.
Predicts: Teens	gs_predicts_teens	Related trending themes and adjacent topics to teenagers and young adults.
Predicts: Tennis Championships	gs_predicts_tennischampionships	Related trending themes and adjacent topics to major tennis championships.
Predicts: Tết Nguyên Đán	gs_predicts_tet	Related trending themes and adjacent topics to the celebration of the Vietnamese lunar new year.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Thanksgiving	gs_predicts_thanksgiving	Related trending themes and adjacent topics to Thanksgiving.
Predicts: Travel	gs_predicts_travel	Related trending themes and adjacent topics to travel including weekend breaks and family holidays.
Predicts: Travel by Rail	gs_predicts_travel_by_rail	Related trending themes and adjacent topics to travel by rail.
Predicts: Traveling for the Holidays	gs_predicts_travelingfortheholidays	Related trending themes and adjacent topics to seasonal holiday travel.
Predicts: Trending Toys	gs_predicts_trending_toys	Related trending themes and adjacent topics to trending toys and toy gift ideas.
Predicts: Trending Celebrities	gs_predicts_trendingcelebrities	Related trending themes and adjacent topics to trending celebrities.
Predicts: Trending Television	gs_predicts_trendingtelevision	Related trending themes and adjacent topics to trending television.
Predicts: Tropical Vacations	gs_predicts_tropicalvacations	Related trending themes and adjacent topics to tropical vacations and travel.
Predicts: USA Sports	gs_predicts_usasports	Related trending themes and adjacent topics to US sports including basketball, baseball, American football, ice hockey, golf, nascar and indycar racing.
Predicts: US Politics Election	gs_predicts_uspoliticselection	Related trending themes and adjacent topics to US politics and elections.
Predicts: US Soccer	gs_predicts_ussoccer	Related trending themes and adjacent topics to US soccer.
Predicts: US Sports NBA NCAA Basketball	gs_predicts_ussports_nbancaabasketball	Related trending themes and adjacent topics to college and NBA basketball.
Predicts: Valentine's Day	gs_predicts_valentines_day	Related trending themes and adjacent topics to Valentine's Day.
Predicts: Vegetarian Vegan	gs_predicts_vegetarianvegan	Related trending themes and adjacent topics to vegetarian and vegan food, recipes and lifestyle.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Veterans Service	gs_predicts_veteransservice	Related trending themes and adjacent topics to service veterans.
Predicts: Weddings & Brides	gs_predicts_weddings_brides	Related trending themes and adjacent topics to weddings and brides.
Predicts: Whiskey Brewer Rye	gs_predicts_wiskey_brewer_rye	Related trending themes and adjacent topics to home and craft brewing, and craft distilling.
Predicts: Women's Fitness	gs_predicts_womensfitness	Related trending themes and adjacent topics to women's fitness.
Predicts: Women's Health	gs_predicts_womenshealth	Related trending themes and adjacent topics to women's health.
Predicts: FIFA World Cup	gs_predicts_worldcup	Related trending themes and adjacent topics to the FIFA soccer World Cup.
Predicts: Young Womens' Interests	gs_predicts_youngwomensinterest	Related trending themes and adjacent topics to young women's interests.

Sentiment Segments

Through a complete understanding of a content's sentiment, you can maximize campaign alignment with specific environments that resonate or position your brand in a favorable way.

Segment Name	Segment Machine Name	Description
Positive	gt_positive	Reach segment that contains all positive primary segments below.
Curiosity	gt_positive_curiosity	This segment matches content about curiosity, interest, knowledge & skills, and creativity. It also targets content displaying or arousing curiosity and inquisitiveness.
Happiness	gt_positive_happiness	'Happiness' matches content that either directly mentions the range of happy feelings and actions or that display a predominantly happy tone of voice.
Amusement	gt_positive_amusement	'Amusement' matches content which either directly reference comedies, amusement, or funny situations, or texts with a light-hearted tone of voice.
Love	gt_positive_love	'Love' matches content which references love and liking for a person, thing or experience. It covers a wide range of emotion from 'liking' to 'loving' and includes but is not restricted to romantic love.
Like	gt_positive_like	'Like' matches content which references liking or having positive emotions about a thing, person or experience. It covers milder emotions than Love and includes mild romantic and non-romantic relationships but is not limited to human relationships only; it can apply to liking an experience or thing.
Pleasure	gt_positive_pleasure	'Pleasure' matches content which either directly discusses pleasure or allows feelings of pleasure to be represented through the tone of the writing.
Surprise	gt_positive_surprise	'Surprise' matches content in which feelings of positive and pleasant surprise and positive feelings due to unexpected and astonishing event/fact/situation are explicitly discussed or texts with a tone of voice that indicates pleasant surprise.
Trust	gt_positive_trust	'Trust' matches content in which feelings of trust and trustworthiness are explicitly discussed or texts with a tone of voice that indicates trust.

Sentiment Segments Continued..

Segment Name	Segment Machine Name	Description
Mixed	gt_mixed	Mixed segments are applied to content that includes Positive and Negative content in equal measure.
Negative	gt_negative	Reach segment that contains all negative primary segments below.
Anger	gt_negative_anger	'Anger' matches content that has an angry tone.
Dislike	gt_negative_dislike	'Dislike' matches content which discusses dislike or in which the tone of voice mirrors dislike.
Fear	gt_negative_fear	'Fear' matches content in which fear and its various gradations (terror, anxiety, etc) are discussed or in which fear is the predominant tone.
Mistrust	gt_negative_mistrust	'Mistrust' matches content which either directly discuss mistrust or allow feelings of mistrust to be represented through the tone of the writing.
Sadness	gt_negative_sadness	'Sadness' matches content that talks about sadness or in which sadness is the primary feeling that is expressed.
Shame	gt_negative_shame	'Shame' matches content discussing the whole range of shame feelings or texts in which feelings of shame predominantly influence the tone.
Shock	gt_negative_shock	'Shock' matches content in which feelings of shock or negative surprise are explicitly discussed or texts with a tone of voice that indicates that someone is shocked.

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