

Contextual Intelligence Syndicated Targeting and Brand Safety 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
Targeting Segments	690	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.



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	<p>Stories, articles, news and reference to divers and diving both as a competitive sport and a recreational pastime.</p> <p>Reach Segment that contains all child segment definitions</p>
Equine Sports (IAB 496)	gs_sport_equine	<p>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.</p> <p>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.</p>
Horse Racing (IAB 497)	gs_sport_equine_horseracing	Reach Segment that contains all child segment definitions
Extreme Sports (IAB 498)	gs_sport_extreme	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.
Canoeing and Kayaking (IAB 499)	gs_sport_extreme_canoekayak	Stories, articles, news and reference to indoor and outdoor climbing, including mountaineering, free climbing, rock climbing and bouldering.
Climbing (IAB 500)	gs_sport_extreme_climbing	

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.
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.
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.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
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
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.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
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.
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.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
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.

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	<p>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).</p> <p>iOS categories: N/A Google Play categories: N/A</p>
Adventure Video Games (IAB 692)	gs_vidgames_genres_adventure	<p>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.</p> <p>iOS categories: Games>Adventure Google Play categories: GAME_ADVENTURE</p>
Casual Games (IAB 693)	gs_vidgames_genres_casual	<p>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.</p> <p>iOS categories: Games>Casual, Games>Trivia, Games>Word, Games>Card Google Play categories: GAME_CASUAL, GAME_TRIVA, GAME_WORD, GAME_CARD</p>
Educational Video Games (IAB 694)	gs_vidgames_genres_edu	<p>Articles, reviews and listings of games that provide learning or training, including edutainment games and articles about edutainment and gamification of traditional training activities.</p> <p>iOS categories: Games>Educational</p> <p>Google Play categories: GAME_EDUCATIONAL</p>

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, reasearch, 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

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_balletoperasymp	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_diningdelivery	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 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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