



Channel Name	IAB Category	Sub-Category
FX	IAB1 – Arts & Entertainment Scripted Drama, Thriller, Dark Comedy	
FXX	IAB1 – Arts & Entertainment Comedy Series, Adult Animation	
Bravo	IAB1 – Arts & Entertainment Reality, Lifestyle, Pop Culture	
Paramount Network	IAB1 – Arts & Entertainment Drama, Action, Western	
USA Network	IAB1 – Arts & Entertainment Drama, Crime, Comedy	
AMC	IAB1 – Arts & Entertainment Drama, Thriller, Film	
IFC	IAB1 – Arts & Entertainment Independent Film, Comedy	
TNT	IAB1 – Arts & Entertainment Drama, Action, Movies	
TBS	IAB1 – Arts & Entertainment Comedy, Sitcoms	
ION	IAB1 – Arts & Entertainment Syndicated Crime Drama	
Sundance TV	IAB1 – Arts & Entertainment Independent Film, Documentary	
Fox Movie Channel	IAB1 – Arts & Entertainment Classic & Studio Films	
HDNet Movies	IAB1 – Arts & Entertainment HD Feature Films	
Lifetime Movies	IAB1 – Arts & Entertainment Drama, Romance, Women-Centric Movies	
MoviePlex	IAB1 – Arts & Entertainment General Movies	
Reelz Channel	IAB1 – Arts & Entertainment Biopics, Crime, Docu-series	
Turner Classic Movies	IAB1 – Arts & Entertainment Classic Cinema	
Comedy Central	IAB1 – Arts & Entertainment Comedy, Stand-Up, Satire	
TruTV	IAB1 – Arts & Entertainment Reality, Comedy, Game Shows	
TV Land	IAB1 – Arts & Entertainment Sitcoms, Retro TV	
Logo	IAB1 – Arts & Entertainment LGBTQ+ Lifestyle & Entertainment	
Nick at Nite	IAB1 – Arts & Entertainment Family Sitcoms, Classic Comedy	
Hallmark Channel	IAB1 – Arts & Entertainment Family, Romance	
OWN	IAB1 – Arts & Entertainment Talk Shows, Self-Improvement, Drama	
WE TV	IAB1 – Arts & Entertainment Reality, Lifestyle	
Game Show Network	IAB1 – Arts & Entertainment Game Shows	
TLC	IAB1 – Arts & Entertainment Lifestyle, Reality, Relationships	
Cartoon Network	IAB1 – Arts & Entertainment Children’s Animation	
Disney Channel	IAB1 – Arts & Entertainment Tween & Family Programming	
Nickelodeon	IAB1 – Arts & Entertainment Children’s Comedy & Animation	
Boomerang	IAB1 – Arts & Entertainment Classic Cartoons	
CMT	IAB1 – Arts & Entertainment Country Music, Lifestyle	
MTV	IAB1 – Arts & Entertainment Reality, Pop Culture, Music	
MTV2	IAB1 – Arts & Entertainment Youth Culture, Music	
VH-1	IAB1 – Arts & Entertainment Music, Reality	
SyFy	IAB1 – Arts & Entertainment Sci-Fi, Fantasy	
E!	IAB1 – Arts & Entertainment Celebrity, Pop Culture	
FOX	IAB1 – Arts & Entertainment General Entertainment, Sports, News	
ABC	IAB1 – Arts & Entertainment Network Entertainment & News	
NBC	IAB1 – Arts & Entertainment Network Entertainment & News	
Lifetime	IAB1 – Arts & Entertainment Women-Centric Drama & Movies	
BBC America	IAB1 – Arts & Entertainment British Drama, Sci-Fi, Comedy	
The Travel Channel	IAB10 – Travel	Travel Shows, Exploration

Galavision	IAB17 – Multicultural Center	Spanish-Language Variety
Telemundo	IAB17 – Multicultural Center	Spanish-Language Telenovelas, News
NBC Universo	IAB17 – Multicultural Center	Latino Youth Lifestyle & Sports
BET	IAB17 – Multicultural Center	African American Culture & Music
HGTV	IAB19 – Home & Garden	Home Renovation, Interior Design
History	IAB5 – News & Politics	Documentary, Historical
Discovery	IAB5 – News & Politics	Science, Exploration, Documentary
Science	IAB5 – News & Politics	STEM, Engineering, Space
National Geographic	IAB5 – News & Politics	Nature, Culture, Science
Animal Planet	IAB5 – News & Politics	Wildlife, Nature
NatGeo Wild	IAB5 – News & Politics	Wildlife, Nature
Discovery en Espanol	IAB5 – News & Politics	Spanish-Language Science & Culture
Court TV	IAB5 – News & Politics	Legal Programming, Trials
Crime & Investigation	IAB5 – News & Politics	True Crime, Docs
Fox News	IAB5 – News & Politics	Conservative News
BBC World News	IAB5 – News & Politics	International News
Bloomberg	IAB5 – News & Politics	Business & Finance
CNBC	IAB5 – News & Politics	Business & Market News
CNN	IAB5 – News & Politics	General News
HLN	IAB5 – News & Politics	Headlines, Crime
MSNBC	IAB5 – News & Politics	Political Commentary
CNN International	IAB5 – News & Politics	Global News
Fox Business	IAB5 – News & Politics	Financial News
Fox Live Now	IAB5 – News & Politics	Breaking News
CNN ESP	IAB5 – News & Politics	Spanish-Language News
A&E	IAB5 – News & Politics	Documentary, True Crime
Oxygen	IAB5 – News & Politics	True Crime, Women-Focused
Tastemade	IAB6 – Food & Drink	Lifestyle, Cooking, Travel
Food Network	IAB6 – Food & Drink	Cooking Shows, Culinary Competitions
Cooking Channel	IAB6 – Food & Drink	Recipe Programming, Chef Shows
MotorTrend	IAB13 – Automotive	Cars, Racing, Auto Shows
ESPN	IAB9 – Sports	General Sports, Live Events
Pursuit Channel	IAB9 – Sports	Hunting, Outdoor Sports
ESPN University	IAB9 – Sports	College Sports
ACC Network (Atlantic Coast)	IAB9 – Sports	ACC Conference Sports
Golf Channel	IAB9 – Sports	Golf Tournaments & Instruction
Outdoor Channel	IAB9 – Sports	Fishing, Hunting, Adventure
Sportsman Channel	IAB9 – Sports	Outdoor Sports, Hunting
ESPN News	IAB9 – Sports	Sports News, Commentary
NHL Network (National Hockey)	IAB9 – Sports	Hockey, NHL Coverage
Fox Sports 1 (FS1)	IAB9 – Sports	General Sports, Talk Shows
Fox Sports 2 (FS2)	IAB9 – Sports	Secondary Sports Coverage
SEC Network (Southeastern)	IAB9 – Sports	SEC Conference Sports
Big Ten Network (BTN)	IAB9 – Sports	Big Ten Conference Sports
IMPACT! Wrestling	IAB9 – Sports	Pro Wrestling Entertainment
The Fight Network	IAB9 – Sports	Combat Sports, MMA, Boxing
ESPN2	IAB9 – Sports	Alternative Sports Coverage

MLB Network (Major League Baseball Network) – Sports
NFL Network (National Football League Network) – Sports

Baseball, Major League Baseball
Football, NFL Coverage