

SectionID	SectionName	Description
1	News	Breaking, Market, Company, Sector updates
2	Opinion	Editorials, Columns, Guest essays, Analysis
3	Features	Profiles, Interviews, Case Studies, Longreads
4	Guides	How-to, Tutorials, Explainers, Toolkits
5	Data & Res	Reports, Surveys, Insights, Infographics, Datasets
6	Events	Conferences, Webinars, Awards, Meetups
7	Lifestyle & Travel	Luxury, Food, Arts, Philanthropy, Wellness
8	Multimedia	Videos, Podcasts, Photo Essays, Interactive
9	Sponsored	Paid content, Native advertising, Branded content

IndustryID	IndustryName	Notes
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- 1 Agriculture Includes Agritech, FMCG, Beverages
- 2 Manufacturing Includes Auto, Aerospace, Electronics
- 3 Energy & Natural Resources Oil & Gas, Renewables, Mining
- 4 Healthcare Pharma, Biotech, MedTech
- 5 Finance & Insurance Banking, FinTech, VC/PE
- 6 Technology AI, SaaS, Cloud, Cyber
- 7 Media & Entertainment Film, Music, Gaming, Publishing
- 8 Retail & Consumer Goods E-commerce, Luxury, FMCG
- 9 Real Estate Residential, Commercial, PropTech
- 10 Logistics & Shipping, Aviation, E-logistics
- 11 Education EdTech, Universities
- 12 Hospitality Hotels, F&B, Events
- 13 Government Policy, Infrastructure
- 14 Legal & Professional Services Consulting, Audit, HR services
- 15 Telecom & Mobile, ISPs, 5G
- 16 Chemicals Polymers, Materials
- 17 Automotive EVs, Mobility services
- 18 Sports & Recreation Leagues, Teams, Fitness
- 19 Nonprofit Foundations, NGOs
- 20 Other Catch-all for niche sectors

Industry	Subsector
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Agriculture Farming & Crops  
 Agriculture AgriTech  
 Agriculture Dairy & Livestock  
 Agriculture Food Processing & FMCG  
 Manufactu Automotive Components  
 Manufactu Aerospace & Defense  
 Manufactu Electronics & Semiconductors  
 Energy & N Oil & Gas  
 Energy & N Renewables (Solar, Wind, Hydro)  
 Energy & N Mining & Metals  
 Healthcare Pharmaceuticals  
 Healthcare Biotechnology  
 Healthcare Medical Devices / MedTech  
 Finance & I Retail Banking  
 Finance & I Investment Banking & Capital Markets  
 Finance & I FinTech & Payments  
 Technology AI & Machine Learning  
 Technology SaaS & Cloud  
 Technology Cybersecurity  
 Media & E Film & TV  
 Media & E Music & Audio  
 Media & E Gaming & eSports  
 Retail & Cc E-commerce  
 Retail & Cc Luxury Goods  
 Real Estate Commercial Real Estate  
 Real Estate Residential Development  
 Logistics & Shipping & Ports  
 Logistics & Airlines & Aviation  
 Education I EdTech  
 Education I Higher Education  
 Hospitality Hotels & Resorts  
 Hospitality Food & Beverage Services  
 Governme Policy & Regulation  
 Legal & Prc Law Firms  
 Legal & Prc Management Consulting  
 Telecom & Mobile Operators & ISPs  
 Automotiv Electric Vehicles  
 Sports & R Professional Sports  
 Nonprofit I Foundations & NGOs

RoleID	RoleName
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- 1 Chairman
- 2 Vice Chairman
- 3 Board Member
- 4 Founder
- 5 Co-Founder
- 6 President
- 7 Chief Executive Officer (CEO)
- 8 Managing Director (MD)
- 9 Executive Director
- 10 Chief Operating Officer (COO)
- 11 Chief Financial Officer (CFO)
- 12 Chief Technology Officer (CTO)
- 13 Chief Information Officer (CIO)
- 14 Chief Marketing Officer (CMO)
- 15 Chief Commercial Officer (CCO)
- 16 Chief Revenue Officer (CRO)
- 17 Chief Product Officer (CPO)
- 18 Chief Strategy Officer (CSO)
- 19 Chief Legal Officer (CLO)
- 20 Chief People Officer (Chief People Officer)
- 21 Chief Human Resources Officer (CHRO)
- 22 Chief Risk Officer (Chief Risk Officer)
- 23 Chief Compliance Officer (Chief Compliance Officer)
- 24 Chief Data Officer (CDO)
- 25 Chief Digital Officer (Chief Digital Officer)
- 26 Chief Sustainability Officer (CSO\_sustainability)
- 27 Chief Innovation Officer (Chief Innovation Officer)
- 28 Chief Security Officer (Chief Security Officer)
- 29 Chief Privacy Officer (Chief Privacy Officer)
- 30 Chief Experience Officer (CXO)
- 31 General Manager (GM)
- 32 Regional Head
- 33 Country Head
- 34 Vice President (VP)
- 35 Senior Vice President (SVP)
- 36 Executive Vice President (EVP)
- 37 Head of Marketing
- 38 Head of Sales
- 39 Head of Finance
- 40 Head of Operations
- 41 Head of Product
- 42 Head of Research & Development
- 43 Head of Procurement
- 44 Head of Legal
- 45 Head of Communications
- 46 Director

47 Associate Director  
48 Senior Manager  
49 Manager  
50 Assistant Manager  
51 Team Lead  
52 Project Manager  
53 Program Manager  
54 Product Manager  
55 Account Manager  
56 Sales Manager  
57 Finance Manager  
58 Operations Manager  
59 HR Manager  
60 Legal Counsel  
61 In-house Counsel  
62 Partner (Firm)  
63 Principal (Firm)  
64 Investor  
65 Venture Capital Partner  
66 Angel Investor  
67 Portfolio Manager  
68 Fund Manager  
69 Trader  
70 Analyst  
71 Researcher  
72 Scientist  
73 Engineer  
74 Software Engineer  
75 Data Scientist  
76 DevOps Engineer  
77 UX/UI Designer  
78 Creative Director  
79 Content Director  
80 Journalist  
81 Editor  
82 Producer  
83 Director of Photography  
84 Photographer  
85 Videographer  
86 Podcaster  
87 Influencer  
88 Artist  
89 Musician  
90 Actor  
91 Athlete  
92 Coach  
93 Academic (Professor)

94 Teacher  
95 Student  
96 Consultant  
97 Advisor  
98 Mentor  
99 Board Advisor  
100 Ambassador  
101 Diplomat  
102 Civil Servant

RegionID	RegionName	Notes
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- 1 Middle East Includes Levant, Maghreb
- 2 GCC Saudi, UAE, Qatar, Bahrain, Oman, Kuwait
- 3 North America USA, Canada
- 4 South America Brazil, Argentina, Chile, Colombia
- 5 Western Europe UK, France, Germany, Spain, Italy
- 6 Eastern Europe Poland, Romania, Greece, Balkans
- 7 Sub-Saharan Nigeria, South Africa, Kenya
- 8 South Asia India, Pakistan, Bangladesh, Sri Lanka
- 9 East & Southeast China, Japan, Korea, Singapore, Malaysia, Indonesia, Philippines

CountryCode	CountryName
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IND	India
ARE	United Arab Emirates
SAU	Saudi Arabia
KWT	Kuwait
BHR	Bahrain
QAT	Qatar
OMN	Oman
USA	United States
CAN	Canada
GBR	United Kingdom
FRA	France
DEU	Germany
ESP	Spain
ITA	Italy
SWE	Sweden
NOR	Norway
DNK	Denmark
FIN	Finland
CHE	Switzerland
AUT	Austria
NLD	Netherlands
BEL	Belgium
IRL	Ireland
PRT	Portugal
POL	Poland
CZE	Czech Republic
HUN	Hungary
ROU	Romania
GRC	Greece
RUS	Russia
UKR	Ukraine
TUR	Turkey
ISR	Israel
IRN	Iran
EGY	Egypt
ZAF	South Africa
NGA	Nigeria
KEN	Kenya
ETH	Ethiopia
GHA	Ghana
MEX	Mexico
BRA	Brazil
ARG	Argentina
CHL	Chile
COL	Colombia
PER	Peru



JPN	Japan
KOR	South Korea
CHN	China
HKG	Hong Kong
SGP	Singapore
MYS	Malaysia
THA	Thailand
VNM	Vietnam
IDN	Indonesia
PHL	Philippines
AUS	Australia
NZL	New Zealand
PAK	Pakistan
BGD	Bangladesh
LKA	Sri Lanka
NPL	Nepal
KAZ	Kazakhstan
UZB	Uzbekistan
AZE	Azerbaijan

Generation	BirthYears	Notes
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Generatior 2010-2025 Youngest cohort

Generatior 1997-2012 Digital natives

Millennials 1981-1996 Also called Gen Y

Generatior 1965-1980 Sandwich generation

Baby Boorn 1946-1964 Post-war boomers

Silent Gen€ 1928-1945 Older cohort

SizeTier	mployeesRange	RevenueGuideline
Micro	1-9	Informal / <\$1M
Small	10-49	\$1M-\$10M
Medium	50-249	\$10M-\$100M
Large	250-999	\$100M-\$1B
Enterprise	1000+	\$1B+

StageID	StageName	TypicalIndicators
1	Pre-Seed	Founders, Idea, Prototype
2	Seed	Early traction, angel investors
3	Series A	Product-market fit, VC A
4	Series B	Scaling, metrics improving
5	Series C+	Late-stage funding, expansion
6	Growth/Sc	Expanding markets, profitability focus
7	Mature / E	Stable revenue, established ops
8	Private Eq	Mature, PE interest
9	Public / IP	Listed on stock exchange

TagCategory	Tag
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Gender	Male
Gender	Female
Gender	Non-binary
Gender	Transgender
Gender	Prefer not to say
Residency	Citizen
Residency	Permanent Resident
Residency	Expat
Residency	Non-resident
Education	No formal education
Education	Primary
Education	Secondary / High School
Education	Vocational / Diploma
Education	Undergraduate
Education	Postgraduate / Masters
Education	Doctorate / PhD
Income	Low
Income	Lower Middle
Income	Middle
Income	Upper Middle
Income	Affluent
Income	HNWI
Income	UHNWI

TopicID	TopicName
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- 1 Leadership & Management
- 2 Strategy
- 3 Innovation
- 4 Startups & Entrepreneurship
- 5 Fundraising & VC
- 6 Mergers & Acquisitions
- 7 IPO & Public Markets
- 8 Private Equity
- 9 Markets & Economy
- 10 Personal Finance
- 11 Banking & FinTech
- 12 Cryptocurrency & Blockchain
- 13 AI & Machine Learning
- 14 Cloud & Infrastructure
- 15 Cybersecurity
- 16 Data Privacy
- 17 SaaS & B2B
- 18 E-commerce & Retail
- 19 Marketing & Advertising
- 20 Brand & PR
- 21 Human Resources & Talent
- 22 Future of Work
- 23 Diversity, Equity & Inclusion
- 24 ESG & Sustainability
- 25 Climate & Energy
- 26 Healthcare Innovation
- 27 Pharma & Biotech
- 28 MedTech & Devices
- 29 Education & EdTech
- 30 Real Estate & PropTech
- 31 Logistics & Supply Chain
- 32 Automotive & Mobility
- 33 Travel & Hospitality
- 34 Food & Beverage
- 35 Luxury & Lifestyle
- 36 Sports Business
- 37 Media & Entertainment
- 38 Gaming & eSports
- 39 Culture & Arts
- 40 Law & Regulation
- 41 Tax & Compliance
- 42 Consulting & Professional Services
- 43 Manufacturing Tech
- 44 Agritech & FoodTech
- 45 Consumer Electronics
- 46 Telecom & 5G

- 47 Space & Aerospace
- 48 Defense & Security
- 49 Nonprofit & Philanthropy
- 50 Research & Data

TagKey	Meaning
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is\_featured Highlighted on homepage  
is\_opinion Opinion piece/column  
is\_sponsor Paid/Branded content  
age\_restriction Minimum age to view (e.g., 18+)  
language Content language code  
content\_rating G/PG/18+ etc  
subscription Free/Premium/Subscriber-only  
editorial\_priority High/Normal/Low