

Inappropriate

Physical violence	<ul style="list-style-type: none"> • Cartoonish, realistic, inclusion of gore
Interpersonal violence	<ul style="list-style-type: none"> • Bullying, pranks, meanness, humor at expense of others, belittling ,controlling, talking down to, or manipulating others
Self-harm and Suicide	<ul style="list-style-type: none"> • Depictions of harm inflicted on oneself or suicidal thoughts/tendencies
Scariness	<ul style="list-style-type: none"> • Horror, scary themes, creepy or suspenseful themes, loud and violent content. zombies, skeletons, masks, scary clowns, blood. Fire, mentally distressing scenes (car crashes, medical procedures etc).
Extreme stunts and dangerous content	<ul style="list-style-type: none"> • Depictions of life endangering or high-risk physical activities/challenges • Ads for products or services that are dangerous and inappropriate for children or that generally require adult supervision, such as paintball, airsoft, ax-throwing, spray paint, glass-etching substances or graffiti products, fireworks, weapons or weapon accessories, offers related to hunting, etc.
Sexual content	<ul style="list-style-type: none"> • Innuendos, overt sexual behavior, nudity, sexual themes, sexual suggestiveness
Stereotypes	<ul style="list-style-type: none"> • Racial/ethnic, gender, ability, body shaming
Offensive language	<ul style="list-style-type: none"> • Mild ("idiot," "stupid") to severe swearing, hate speech or signs
Drinking, drugs, smoking	<ul style="list-style-type: none"> • Mentions, depictions, or use of alcohol, drugs, or tobacco
Gambling	<ul style="list-style-type: none"> • Depictions of betting, gambling, casinos, online or real world casino games
Crude humor	<ul style="list-style-type: none"> • Inappropriate humor, innuendos
Display of weapons	<ul style="list-style-type: none"> • Guns, swords, knives

<i>Unsuitable media</i>	<ul style="list-style-type: none"> • Ads for video games are prohibited if the industry rating of the game would not be suitable for audiences 12 years or under, or if they fall under any of the categories below: <p><u>Casino Games:</u></p> <ul style="list-style-type: none"> • Games strongly associated with casinos and betting (even if there isn't actual money at stake) or guides on how to succeed at such games <p><u>Adult-themed games:</u></p> <ul style="list-style-type: none"> • Games featuring sexual elements or other adult content • Promotions for games which feature characters kissing or otherwise engaged in romantic pursuit <p><u>First-person Shooter and Battle games:</u></p> <ul style="list-style-type: none"> • Games where user has a first-person perspective and shoots at other characters • Games that involve controlling armies or fighters in battles or in combat • Offers for video game weaponry or character skins • Ads for films, TV shows and console games that are sensitive to show to children.
<i>Inappropriate clothing/Significant Skin Exposure</i>	<ul style="list-style-type: none"> • Ads featuring men or women with significant exposed skin or sheer clothing (whether or not the imagery has sexual connotations) are prohibited. Not including running, swimwear, sunbathing etc
<i>Death</i>	
<i>Intimacy</i>	<ul style="list-style-type: none"> • Sensual physical contact, dating and relationships, apparent romantic conduct between subjects/actors
<i>Fight Sports</i>	<ul style="list-style-type: none"> • Offers related to boxing, wrestling, martial arts and self-defense training.
<i>Financial Content</i>	<ul style="list-style-type: none"> • Contracts for difference, rolling spot forex, financial spread betting and synonymous products.
<i>Health and Beauty</i>	<ul style="list-style-type: none"> • Cosmetics and other products related to external personal care focused on body image. • Ads for body modification products or services such as cosmetic procedures, weight loss, tanning, piercings and

	<p>tattoos.</p> <ul style="list-style-type: none"> • Ads for products related to consumable food and drinks, regardless of nutritional content. • Offers related to healthcare and medical issues of all kinds, including reproductive health, substance abuse or recovery, eating disorders, 'miracle cures' and health insurance. • Ads for pharmaceuticals or medications, vitamins and nutritional supplements.
<i>Sensitive and Controversial Content</i>	<ul style="list-style-type: none"> • If videos included religious sermons recorded in a place of worship, we did not code for positive or negative content because we did not want to misinterpret religious symbolism. This includes overtly religious content that may contain sermons, worship and other religious rituals • Ads for content relating to astrology, the occult or the paranormal. • Ads related to politics, religion or other sensitive or controversial social issues.
<i>Privacy/safety/gimmicks</i>	<ul style="list-style-type: none"> • Competitions or sweepstakes promotions, even if free to enter. • Offers that require the user to enter their mobile phone number to access content or subscribe to a service. • Offers for social networks that allow users to connect with friends and others online. • Offers for services that imply they will help spy on a partner, or find non-shared personal information about a third party. Also included are services that perform public records searches for arrest records. • Personality quizzes that require entering personal information like an email address or phone number to access results. • Ads that sell or promote the trading of video game skins or loot boxes. • Offers for platforms or services intended for adults that primarily exist to allow users to connect and communicate

	with strangers.
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Appropriate

Cartoons	Includes cartoons and animated content for kids
Storytelling	Includes child directed shows, youtube videos and vlogs
Books	Ads for books, comics, and magazines for children
Non-violent video games	Should not include in-app purchases being marketed
DIY and Arts and Crafts	
Toys	Should not prompt user to enter any details
Educational content	Videos teaching kids simple concepts through songs, play, cartoons etc. Advertisements for educational apps/websites for kids, science experiments
Poems/Songs/Nursery Rhymes/Music	
Play and Adventure	Dance, any child game/activity, puzzles, challenges, outdoor and indoor sports
Health and Hygiene for Kids	Includes child directed personal care products like Commander Safeguard, Toothpaste, etc
Movies	Movies rated G and PG
Cooking	video includes child actors or models/includes , animated characters not directly promoting a food product

- Home & Lifestyle
 - Videos related to home improvement, interior design, and everyday living.
 - Items, furnishings and tools used in a domestic setting, including furniture, appliances (washing machine, barbecue grill), and decorative objects.
 - Includes office interior etc too
- Technology & Gadgets

- Content covering the latest tech products, gadget reviews, and technology news.
 - Smartphones, tablet, speaker, laptop
 - Network services including mobile and internet
- Fashion
 - fashion trends, styling tips
 - Ads for promoting clothes, shoe, jewelry, eyeglasses etc
- Hygiene
 - Personal care products refer to a range of items designed for individual grooming and hygiene purposes, including items like soaps, shampoos, toothpaste, and skincare products.
- Food & Cooking
 - Videos showcasing recipes, cooking techniques, and culinary adventures as long as a food product is not being advertised/promoted..
- Fitness & Exercise
 - Content centered around workouts, exercise routines, and fitness advice
 - Content focusing on physical and mental well-being, fitness, and healthy lifestyle choices.
 - Exercise equipment
- Travel & Adventure
 - travel destinations, itineraries, and adventure activities
 - Tourism
 - Airlines, train tickets, hotels etc
- DIY & Crafts
 - Content providing step-by-step instructions for do-it-yourself projects and craft ideas.
- Parenting & Family
 - parenting tips, family dynamics, and child development.
 - Products for very young kids aimed towards parents such as diapers, strollers etc
 - Products aimed to promote gift giving in families
- Education & Learning
 - Content dedicated to educational topics, learning resources, and academic advice.

- Higher education institutes, universities ads
 - Online courses
- Gaming & Entertainment
 - Videos related to video games, game reviews, live streaming, and entertainment content.
- Sports & Athletics
 - Content covering various sports, athlete profiles, sporting events and sporting gear.
- Music & Performance
 - Videos showcasing music performances, concerts, and musical talent. Also includes podcasts discussing music.
- Comedy
 - Content designed to entertain and evoke laughter through comedic skits, stand-up, and humorous content.
- News & Current Affairs
 - Videos providing news updates, analysis, and discussions on current events.
- Science & Technology
 - Content exploring scientific discoveries, technological advancements, and innovation.
- Art & Design
 - Videos featuring art exhibitions, creative processes, and design inspirations.
- Business & Entrepreneurship
 - Content focused on business strategies, entrepreneurship, and success stories. Can also include promotion of physical stores/ businesses.
- Personal Development
 - Videos offering self-improvement tips, motivation, and life hacks.
- Documentary & History
 - Content presenting factual information and historical events through storytelling and visuals.
- Nature & Environment
 - Videos showcasing the beauty of nature, wildlife, and environmental conservation.
- Motivation & Inspiration

- Content aimed at inspiring and motivating individuals to achieve their goals and overcome challenges.
- Social Issues & Activism
 - Videos raising awareness about societal problems, advocating for change, and promoting social justice.
 - Includes environmental activism (eg: sustainability)
- Finance & Legal
 - Videos providing information, guidance, and advice on financial management, investments, and legal matters
- Software
 - Any application/website providing a service utilizing a software-based solution (e-commerce, management)
- Machinery
 - Ads promoting industrial machinery, tools or hardware
- Autos & Vehicles
 - Automotive topics, ranging from cars, to motorcycles, boats, and any vehicles
- Celebration
 - Public, religious holidays (e.g. wishing audience Eid Mubarak, independence day, Christmas etc) or ceremonies

Others

Unclear Speech
Distorted Audio