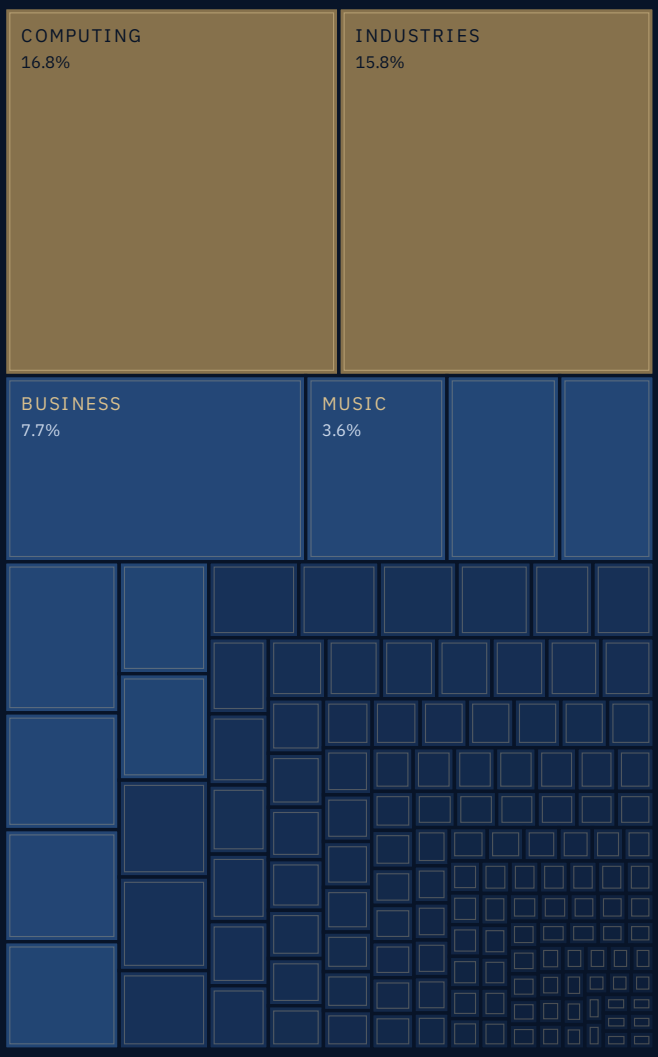
PRODUCT BROCHURE

Categorized Domain Database

IAB Content Taxonomy categories and web-filtering categories for every domain, delivered as files that run on your own servers.



IAB 3.0 tier-2 branches, sized by share of domains

120 million

categorized domains

IAB v2 and v3 categories, 59 web-filtering categories

01 EXECUTIVE SUMMARY

What each domain is about and how a policy should treat it: for ad targeting, web filtering and analytics.

120 million categorized domains	**703 / 59** IAB Content Taxonomy 3.0 categories / web-filtering categories	**v2 + v3** both IAB taxonomy versions on each record, written as full paths up to tier 4
95.7 % of domains classified to IAB tier 2 or deeper	**9.0 %** of domains carry two or more web-filtering categories	**1M to 120M** domains per licence, or slices by country, category or top-level domain

THREE DOMAINS FROM THE DATABASE

	paypal.com	twitch.tv	spotify.com
IAB v3 category	Personal Finance > Consumer Banking	Video Gaming > eSports	Entertainment > Music
IAB v2 category	Personal Finance > Consumer Banking	Video Gaming > eSports	Music and Audio
Web-filtering category	Financial Services	Streaming Media | Gaming	Podcasts | Streaming Media
Country	United States	United States	Sweden

Contextual targeting and brand safety

The IAB path places a page in ad inventory; the web-filtering categories handle brand-safety exclusions on the same record.

Web and DNS filtering

Block a category at the resolver, gateway or firewall with local lookups, without calling an outside service for each request.

Enrich logs, CRM and analytics

Join any list of domains to its categories inside your own warehouse; no lookup leaves your network.

One vocabulary across our databases

Hostnames in the SNI Classification Database and apps in the Mobile App Database use the same categories, so results line up.

02 COVERAGE AND SCALE

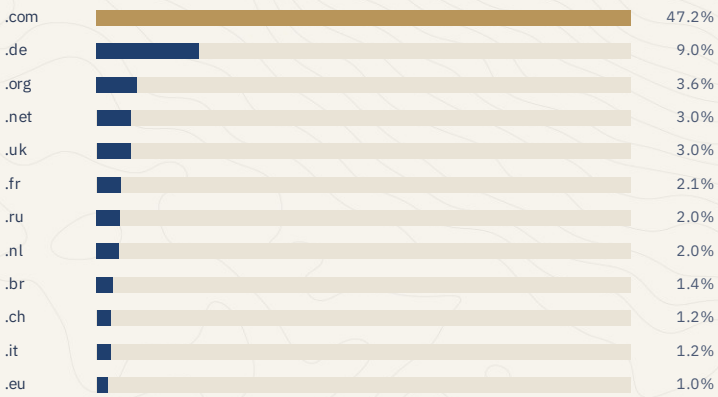
120 million

Domains, each with its IAB Content Taxonomy path in versions 2 and 3, and its web-filtering categories. Licensed in full, or from 1 million domains upward.

Generic and country-code domains, across every major market.

DOMAINS BY TOP-LEVEL DOMAIN

Share of domains in the database under each top-level domain; the twelve largest.



The database spans generic top-level domains and the country-code domains of every major market. Each record is keyed on the registered domain, the unit that web filters, ad platforms and analytics tools work with.

37.6%

of domains are registered under country-code top-level domains

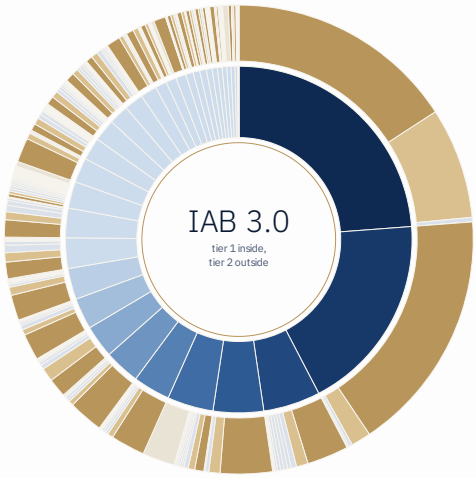
703

IAB Content Taxonomy 3.0 categories, alongside 59 web-filtering categories

03 IAB CLASSIFICATION

One tiered vocabulary for every domain.

Categories follow the IAB Content Taxonomy, the standard vocabulary of contextual advertising. Each record carries the full path from tier 1 to the deepest applicable tier, so policies, audiences and reports can be written broadly or with precision.



Inner ring: IAB 3.0 tier-1 categories, ordered by share of domains. Outer ring: tier-2 categories within each tier-1 branch; the two largest are highlighted in gold, unshaded segments are domains classified at tier 1. All categorized domains in the database.

FROM BROAD TO PRECISE

Each path runs from the broad subject to the most specific tier that fits.

Tier 1 names the broad subject, tiers 2 and 3 narrow it, and tier 4 reaches the specific topic. A policy or an audience can act on a whole branch, such as all of Technology & Computing, or on a single leaf.

703
categories in IAB Content Taxonomy 3.0

4
tiers, from the broad subject to the specific topic

EXAMPLE: DROPBOX.COM, FOUR TIERS

- TIER 1 — Technology & Computing
- TIER 2 — Computing
- TIER 3 — Internet
- TIER 4 — Cloud Computing

LARGEST TIER-2 BRANCHES

Share of all categorized domains in each IAB 3.0 tier-2 branch.

TIER 1	TIER 2	SHARE OF DOMAINS
Technology & Computing	Computing	16.8%
Business and Finance	Industries	15.8%
Business and Finance	Business	7.7%
Entertainment	Music	3.6%
Home & Garden	Home Improvement	2.9%
Medical Health	Diseases and Conditions	2.4%

04 DEPTH AND VERSIONS

Precise to tier 4, in both versions of the IAB taxonomy.

Most domains are classified below tier 1: a bank is filed under Personal Finance > Consumer Banking rather than under finance in general, and a running app under Healthy Living > Fitness and Exercise > Running and Jogging. The deeper the path, the closer targeting and reporting get to the actual subject of the site.

Each record carries the category in IAB Content Taxonomy 3.0 and in version 2. Version 3.0 reorganised several branches, so systems built on version 2 keep working while new ones adopt 3.0, without a mapping project in between.

DEPTH OF THE ASSIGNED IAB 3.0 PATH

Share of categorized domains by the deepest tier assigned.



Tier 1	Tier 2	Tier 3	Tier 4
4.3%	**45.1%**	**36.9%**	**13.7%**

THE SAME DOMAIN IN BOTH IAB VERSIONS

Domains whose path differs between the two versions; both are delivered on the same record.

DOMAIN	IAB V3 CATEGORY	IAB V2 CATEGORY
bankofamerica.com	Personal Finance > Consumer Banking	Business and Finance > Business > Business Banking & Finance
spotify.com	Entertainment > Music	Music and Audio
carmax.com	Automotive > Auto Buying and Selling	Business and Finance > Industries > Retail Industry
hulu.com	Entertainment > Television	Television
rei.com	Attractions > Outdoor Activities	Events and Attractions > Outdoor Activities
usa.gov	Politics > Civic affairs	News and Politics > Politics

95.7% of domains classified to tier 2 or deeper

50.6% classified to tier 3 or deeper

13.7% classified to tier 4

703 categories in IAB Content Taxonomy 3.0

05 WEB-FILTERING CATEGORIES

From content category to policy decision.

Firewalls, secure web gateways and DNS filters write their policies in web-filtering categories. Each domain record carries both the IAB category that describes it and the filtering category a policy acts on.

The filtering taxonomy covers the categories acceptable-use policies are built on: adult content, gambling, weapons, violence, anonymizers and other risk categories, next to business, communication, lifestyle and infrastructure categories for everything else.

Where a site fits more than one category, every applicable filtering category is delivered, so mixed services do not disappear into a single bucket.

59

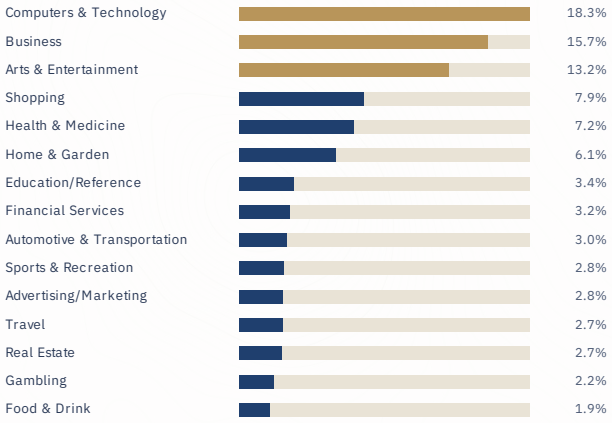
web-filtering categories, all present in the database

9.0%

of domains carry two or more filtering categories

LEADING WEB-FILTERING CATEGORIES

Share of domains that carry each category; a domain can carry several.



THE SAME DOMAINS, TWO VOCABULARIES

DOMAIN	IAB V3 CATEGORY	WEB-FILTERING CATEGORY	COUNTRY
github.com	Technology & Computing > Computing > Computer Software and Applications	Developer Tools / Code Hosting	United States
coursera.org	Education > Online Education	Education/Reference	United States
homedepot.com	Home & Garden > Home Improvement	Home & Garden | Shopping	United States
nasa.gov	Science > Space and Astronomy	Science	United States
irs.gov	Business and Finance > Business > Government Business	Government & Legal	United States

05 WEB-FILTERING CATEGORIES

59 categories in eight groups, from web-based risk to everyday interests.

WEB-BASED RISK

High-risk labels that most filtering policies block outright.

Malware / Phishing / Suspicious	<0.1%
VPN / Proxy / Anonymizers	<0.1%
Remote Access Tools	<0.1%
URL Shorteners	<0.1%
Hate/Discrimination	<0.1%
Illegal Drugs	0.1%
Violence	<0.1%
Weapons	0.1%

ADULT AND SENSITIVE MATERIAL

Age-restricted labels for explicit, wagering or regulated-substance content.

Adult	0.9%
Alcohol	0.5%
Dating	0.1%
Gambling	2.2%
Lingerie/Swimsuits/Intimate Apparel	0.1%
Tobacco	<0.1%

PRODUCTIVITY AND TIME MANAGEMENT

Entertainment and sharing categories that are often scheduled or throttled.

Cloud Storage / File Hosting	<0.1%
File Sharing/P2P	<0.1%
Gaming	1.1%
Podcasts	0.1%
Social Networking	0.5%
Streaming Media	0.2%

INFRASTRUCTURE AND TECHNOLOGY

The platforms, tooling and plumbing behind the web.

AI / LLM Tools	0.1%
CDN / Hosting / Infrastructure	0.6%
Computers & Technology	18.3%
Developer Tools / Code Hosting	0.1%
Freeware/Software	0.1%
Parked / For-Sale Domains	0.6%
Search Engines & Platforms	0.2%
Web-based Applications	0.3%

BUSINESS AND FINANCIAL SERVICES

How sites sell, trade and transact.

Advertising/Marketing	2.8%
Business	15.7%
Cryptocurrency	0.1%
Financial Services	3.2%
Job Search/Careers	1.4%
Marketplaces / Classifieds / Auctions	0.2%
Online Banking	0.1%
Real Estate	2.7%
Shopping	7.9%

GOVERNMENT AND EVERYTHING ELSE

Civic and military labels, and the fallback label.

Government & Legal	1.7%
Military	0.1%
Other	<0.1%

LIFESTYLE AND EVERYDAY INTERESTS

Health, learning, leisure, travel and daily life.

Arts & Entertainment	13.2%
Automotive & Transportation	3.0%
Education/Reference	3.4%
Food & Drink	1.9%
Health & Medicine	7.2%
Home & Garden	6.1%
Pets & Animals	0.8%
Religion & Spirituality	1.4%
Restaurants & Dining	1.8%
Science	0.6%
Sports & Recreation	2.8%
Travel	2.7%
Webinars/E-learning	0.5%

COMMUNITY AND COMMUNICATION

Publishing, discussion and person-to-person messaging.

Blogs/Personal Sites	1.1%
Community Sites	1.4%
Email and Messaging	0.2%
Forums / Message Boards	<0.1%
News/Media	1.2%
Political	0.6%

Share of domains in the database that carry each category; a domain can carry several.

06 MIXED SITES

Sites that do several things keep every category that applies.

A developer forum is also a reference work; a messaging service is also a gaming community. A single label would hide part of what the site does, so the record lists every filtering category that applies, and a policy can act on any of them.

WEB-FILTERING CATEGORIES PER DOMAIN

Share of domains by the number of filtering categories they carry.

91.0%	6.5%	2.1%	0.4%
one category	two categories	three categories	four or more

DOMAINS WITH THREE OR MORE FILTERING CATEGORIES

DOMAIN	IAB V3 CATEGORY	WEB-FILTERING CATEGORIES	COUNTRY
stackoverflow.com	Technology & Computing > Computing > Programming Languages	Developer Tools / Code Hosting | Education/Reference | Forums / Message Boards	United States
zoom.us	Technology & Computing > Computing > Computer Software and Applications	Webinars/E-learning | Web-based Applications | Business	United States
reddit.com	Technology & Computing > Computing > Internet > Social Networking	Social Networking | Forums / Message Boards | Community Sites	United States
discord.com	Technology & Computing > Computing > Internet > Social Networking	Email and Messaging | Social Networking | Gaming	United States
yahoo.com	Technology & Computing > Computing > Internet	Search Engines & Platforms | News/Media | Email and Messaging	United States
substack.com	Business and Finance > Industries > Publishing Industry	Blogs/Personal Sites | Email and Messaging | Web-based Applications	United States
headspace.com	Religion & Spirituality > Spirituality	Health & Medicine | Education/Reference | Web-based Applications	United States

Block on any listed category

A policy that blocks Social Networking blocks every domain that carries it, whatever else the site also does.

Several IAB categories per domain

A multi-category edition carries up to three IAB categories per domain, each with a confidence score.

07 ANATOMY OF A RECORD

One domain, classified for analysis and for policy.

An example record from the database: the domain, its IAB 3.0 path tier by tier, the same domain in IAB version 2, its web-filtering categories and its country.

FIELD	VALUE	WHAT IT HOLDS
DOMAIN	dropbox.com	The registered domain; the lookup key.
IAB V3 TIER 1	Technology & Computing	The broad subject in IAB Content Taxonomy 3.0.
IAB V3 TIER 2	Computing	The first refinement within the tier-1 branch.
IAB V3 TIER 3	Internet	A narrower topic within tier 2.
IAB V3 TIER 4	Cloud Computing	The most specific topic, where one applies.
IAB V2 CATEGORY	Technology & Computing > Computing > Internet > Cloud Computing	The same domain in IAB Content Taxonomy version 2, written as a full path.
WEB-FILTERING CATEGORY	Cloud Storage / File Hosting | Web-based Applications	One or more of the 59 web-filtering categories, for policy.
COUNTRY	United States	The country associated with the website.

WHAT THE DATABASE CONTAINS

- Registered domains and the categories of their websites
- IAB Content Taxonomy paths in versions 2 and 3
- Web-filtering categories for policy
- The country associated with each website

WHAT IT NEVER CONTAINS

- Data about visitors or users of the websites
- IP addresses of people
- Browsing histories or traffic records
- Content copied from the websites

07 ANATOMY OF A RECORD

Example records from the database.

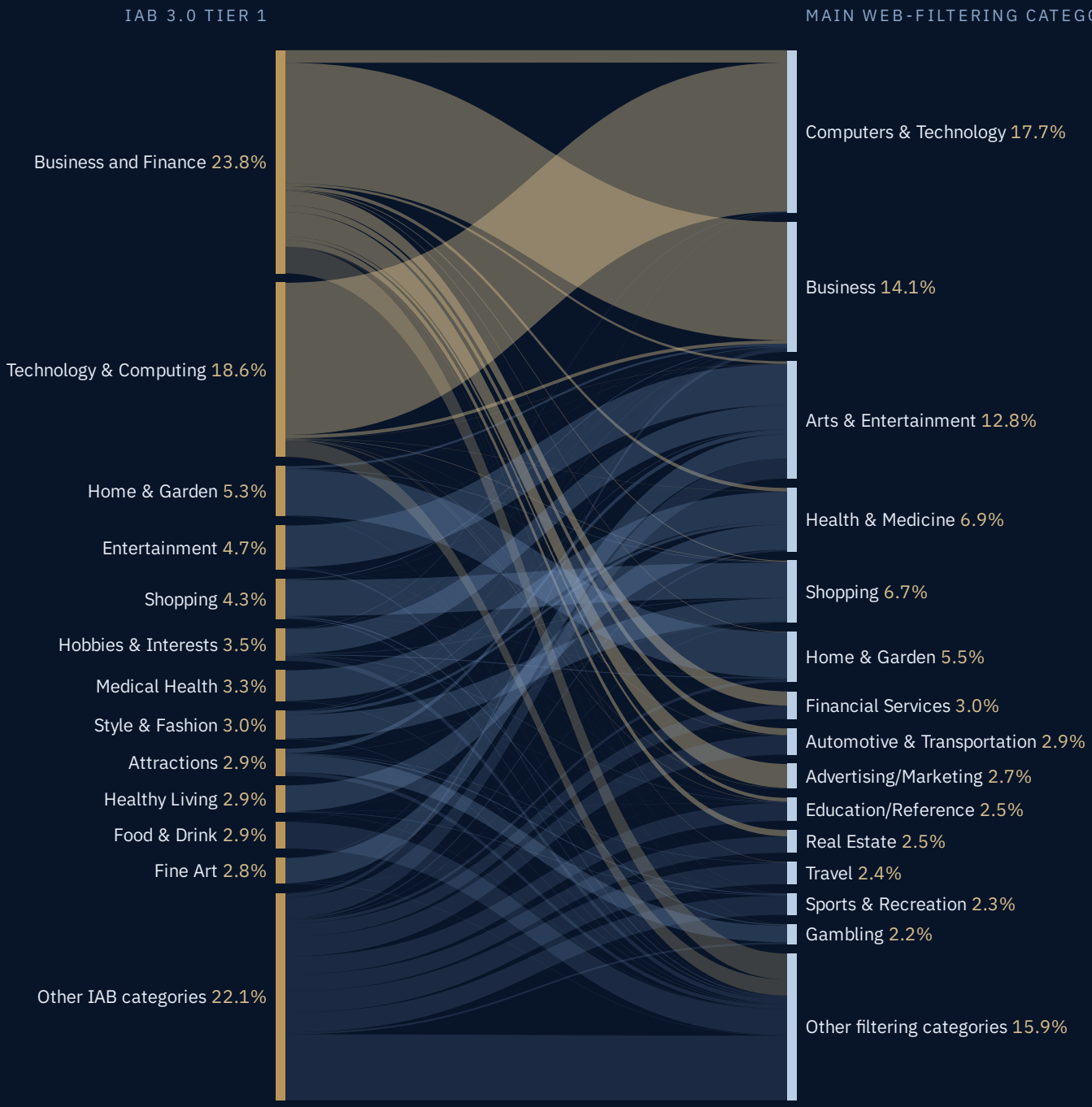
Each row below is a domain record with every field shown populated: the IAB 3.0 category path, the web-filtering categories and the country.

DOMAIN	IAB V3 CATEGORY	WEB-FILTERING CATEGORY	COUNTRY
paypal.com	Personal Finance > Consumer Banking	Financial Services	United States
twitch.tv	Video Gaming > eSports	Streaming Media | Gaming	United States
openai.com	Technology & Computing > Artificial Intelligence	AI / LLM Tools	United States
tesla.com	Automotive > Auto Type > Green Vehicles	Automotive & Transportation	United States
duolingo.com	Education > Language Learning	Education/Reference	United States
allrecipes.com	Food & Drink > Cooking	Food & Drink	United States
tripadvisor.com	Travel > Travel Locations	Travel | Restaurants & Dining	United States
webmd.com	Medical Health > Diseases and Conditions	Health & Medicine	United States
zillow.com	Real Estate > Real Estate Buying and Selling	Real Estate	United States

LOOKUP KEY
The registered domain, in lower case

TWO TAXONOMIES
IAB for analysis, web filtering for policy

SCHEMA
The same fields in every delivery



08 TWO VOCABULARIES

Every domain is described twice: by its subject and by the policy that applies.

The IAB category says what a site is about, which is what advertising and analytics need. The web-filtering category says how a policy should treat it. The two do not map one to one: the same subject fans out into several filtering categories, and one filtering category gathers many subjects.

All categorized domains in the database: the twelve largest IAB 3.0 tier-1 categories on the left, the fourteen most frequent main web-filtering categories on the right; the width of each band is proportional to the number of domains.

09 OPERATIONAL USE

Built for systems that see a domain and need to know what it is.

01

Ad tech and contextual targeting

Place ads by IAB path and evaluate inventory without per-request calls; demand- and supply-side platforms categorize every domain in a bid request locally.

02

Brand safety

Exclude domains by filtering category, such as Adult, Gambling, Hate/Discrimination or Violence, on the same record that carries the IAB category.

03

Web and DNS filtering

Build acceptable-use policies on the 59 filtering categories and look domains up at the resolver or gateway, on your own servers.

04

Security operations

A domain in an alert or a log gains a subject and a filtering category, so analysts see at once what kind of site it is.

05

Market research and lead generation

Segment domains by industry, topic and country to size markets and build target lists.

One lookup key, the domain, returns its subject in two IAB versions, its filtering categories and its country.

FIELDS THAT CARRY EACH USE

USE	IAB V3 / V2	FILTERING CATEGORY	COUNTRY
Ad tech and contextual targeting	•		•
Brand safety	•	•	
Web and DNS filtering		•	
Security operations	•	•	•
Market research and lead generation	•		•

10 DELIVERY AND INTEGRATION

Delivered as files. Integrated as a table lookup.

Matching is a plain lookup on an exact key, on the licensee's own servers, with no calls to us, so it keeps pace with the largest log and bid-request volumes, in batch inside the warehouse or in a stream as data arrives.

CSV or JSON

One record per domain with the same fields in every delivery; loads straight into databases, warehouses and filtering engines.

Full file or slices

From 1 million domains to the full 120 million, or subsets by country, category or top-level domain, delivered by secure download link.

Kept current

Scheduled refresh deliveries, quarterly, monthly, weekly or daily depending on the licence, so the data stays aligned with the live web.

MATCHING ORDER AND EXAMPLE QUERY

Reduce each URL or hostname to its registered domain, in lower case and without a trailing dot, and match it exactly against the domain column. Where hostnames under one domain run different services, the SNI Classification Database adds a category, role and owner per hostname.

Example query: one lookup returns both IAB categories, the filtering category and the country.

```
SELECT l.*,
  d.iab_v3_category,
  d.iab_v2_category,
  d.web_filtering_category,
  d.country
FROM request_log l
LEFT JOIN domain_database d
  ON d.domain = LOWER(l.registered_domain);
```

Logs, URLs and bid requests
domain or hostname of each request

↓

Categorized Domain Database
exact match on the registered domain

↓

Enriched record
IAB v3 and v2, filtering category, country

ON YOUR SERVERS

Everything runs inside your infrastructure, so no lookup leaves your network and no per-request fees apply.

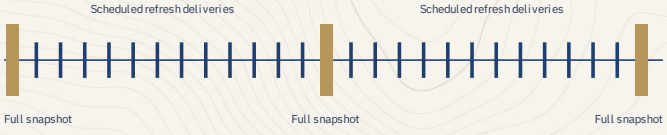
FRESHNESS

300,000 newly registered domains are reviewed every day.

IN YOUR PRODUCT

Redistribution licences cover data that powers a product or service you sell to your own clients.

UPDATE MODEL



Chosen by market leaders across more than 30 sectors.

> Over 300 organisations have used our data and APIs, and more than 50 enterprises have licensed our databases.

REPRESENTATIVE LICENSEES

01 The largest telecommunications company in Europe's second-largest economy

02 A leading global hedge fund, one of the top three globally by industry rankings, managing more than USD 65 billion

03 The largest TV network in Europe's fifth-largest economy

04 One of the largest local news publishers in the United States, whose newspaper websites rank among the most visited local news sites in the country

05 One of the largest advertising technology companies in the United States, whose platform processes more than $200 billion in annualized ad spend

06 A leading global virtualization software corporation, present in 20+ countries

07 A leading US company serving defense and government

Internal use

Analytics, filtering, security monitoring and reporting across your teams and systems, with refresh deliveries for the length of the licence.

In your product

Ship categories inside a filter, gateway, ad platform or data product; the licence covers your customers' use.

Slices

Only the domains, countries, categories or top-level domains you need, extendable later on the same terms.

Licensor

The URL Categorization Database is licensed by Alpha Quantum. Data processing and hosting are located in the European Union.

No personal data

The database describes websites at the level of the registered domain: no users, no IP addresses of people, no browsing histories and no traffic records. Client relationships are treated as confidential.

12 QUESTIONS AND CONTACT

What does each record contain?

The domain, its IAB category path in versions 3 and 2, its web-filtering categories and the country associated with the website.

Which taxonomies do the categories use?

IAB Content Taxonomy 3.0, with 703 categories, and version 2, plus 59 web-filtering categories for policy.

Can we license only part of it?

Yes. Licences start at 1 million domains, and subsets by country, category or top-level domain can be extended later on the same terms.

Can we use the data in a product we sell?

Yes. Licences are available for internal use and, with redistribution rights, for products and services you sell to others.

How is the data kept current?

Scheduled refresh deliveries, quarterly, monthly, weekly or daily depending on the licence, in the same format as the full file.

Does it contain personal data?

No. It describes websites at the level of the registered domain: no users, no IP addresses of people, no browsing histories.

Categorized Domain Database

To discuss licensing terms, slices, delivery formats or the refresh model for your organisation, please contact our enterprise data team.

WEB
www.urlcategorizationdatabase.com

EMAIL
info@urlcategorizationdatabase.com

LICENSOR
Alpha Quantum

IAB Tech Lab and the IAB Content Taxonomy are referenced for identification only. All domains shown are example records from the database, for illustration; their appearance implies no relationship with the organisations concerned.