

# **Genre and Show Type Classification**

**Documented and Updated by the On Demand Quality Committee**

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This report is the property of CTAM, and its CTAM Corporate Initiative Partner companies and their employees. The purpose of this document is to improve and advanced the implementation and usability of On Demand products and services for cable providers and their affiliates.

## Overview

The CTAM Advanced Cable Solutions Consortium (ACSC), formerly the On Demand Consortium, is a corporate membership organization committed to the support the growth of cable's advanced products and services. Cable companies, content providers and suppliers all working together to influence the design, development & delivery of cable products and services including Video On Demand, On Demand Advertising, Interactive Television and Multi-platform services.

The On Demand Quality committee has continued to focus on improving the delivery and usability of On Demand metadata. Timing was key as CableLabs and its members were collaborating on the next generation 3.0 VOD Metadata Specification. This new spec. will provide significant improvements in the implementation of VOD metadata as well as enhanced program guide usability and navigation.

The On Demand Quality committee decided to take this opportunity to review the 1.1 VOD Metadata Specification and compose a business case for change to certain fields within the 1.1 Spec as well as to the 3.0 Spec. A formal Engineering Change Request was submitted to CableLabs outlining the need for and benefit of making these changes.

Two key areas of focus for the committee were the Show Type Field (formerly called the Program Type) and the Genre Field. The changes were approved by the CableLabs engineering team. Descriptions of these changes are provided in this document to help content providers and content aggregators enter and select Show Types and Genres accurately when pitching On Demand content.

## Show Types

**Show Type**, formerly called Program Type is different from the Genre field. **Show Type** describes the top category that the content should be classified. Every program asset being submitted for On Demand programming must be classified in a **Show Type** category.

The committee has updated the recommended **Show Types** to better accommodate the wide variety of programming available today and to better support advanced program guide navigation as well as more robust content descriptions which can be viewed on the web as well as the TV screens. A program can and must have a single **Show Type** assigned to it.

### **Show Types with Descriptions**

**Ad (Advertisement)** – Programming that promotes products or services. Advertising Show Type content includes infomercials, product showcases, ad spots, classified ads, personal ads, movie trailers, etc.

**Events** – Programming that is defined as a one-time or promotional special event. Examples include concerts, parades, major political events, etc.

**Kids** – Programming that contains content for children. Not to be confused with Parental Ratings for TV, the Kids Show Type simply describes the show and intended audience.

**Lifestyle** – Programming that is based on personal preferences. Includes ethnic programming, hobbies, human interests and activities, holidays, culture, educational, DIY, etc.

**Movie** - Movies may or may have aired in a theater. Movie Show Types include feature films, independent films, documentary films, made-for-TV, straight to video, animated movies, etc.

**Music** – Programming that typically is audio only (music videos are the only exception of programming with video that is allowed in this Show Type). Includes Music Choice/DMS/FUSE songs. A general test is that the program can be described with a combination of artist and album / song. Musicals, music variety shows, live concerts or documentaries do not fall under the music program type.

**Series** - A recurring program that has the intent of being part of an ongoing series. Typically used for TV programming. Series only need to air regularly and are not necessarily episodic. A mini-series would be considered a series.

**Sports** - Sporting event, either live or tape delayed. Can be edited, but the content is predominantly a single game/match/event. A good test is whether or not the program has a score or winner. This does not include sports-related talk shows, news shows, highlights shows or movies. However, a program that is a short summary of a single game can be considered a sports program type

## Genre Classifications

A sub-group of the full Quality committee comprised on MSOs only spent several months going through the Genre classification guide which was composed and submitted by the same committee several years ago. This sub-group also reviewed each MSO's user guides to identify how metadata was being displayed differently. Several actions came from this discussion as well as from the full-committee.

- The MSOs agreed that in order to best achieve an optimal and consistent On Demand user experience, MSO consensus on how to input data into the metadata fields was required.
- **At least one Genre Classification is required** for all On Demand content. This genre will be known as the main genre.
- The new 3.0 VOD Metadata in development by CableLabs and its members will offer more robust capabilities. As such, the committee agreed that having the **ability to include up to 4 sub-genres** would improve a subscriber's ability to search for specific programs with much more accuracy. The user can enter a second main genre as a sub-genre, but the first listed Genre classification will be considered the main genre.
- The committee agreed to develop a **On Demand Metadata Best Practices Guide** in how metadata should be pitched and presented. The guide will be published 3Q10.

## Genre Recommendations

The committee reviewed the list previously published by this committee as well as genre lists from Rovi, Tribune Media Services (TMS), and several of the content providers to understand what current genre values were in use today. That aggregated list served as the basis for the list the committee edited for delivery to CableLabs. The intent of the list is that it can be used for linear or demand content spanning the entire spectrum of genres and program types. The committee recommends that metadata editors begin using the values in this list as required by business needs in the near term. CableLabs will be taking this list and will develop a process for publishing and maintenance of it.

## Populating the Genre Field

Editors should populate the genre field with values from the list of genres generated by the committee. The main genre should always be listed first, followed by up to 4 appropriate sub-genres.

## Tips and Hints

For those of you who have been pitching Metadata, you'll notice that several genres from the previous publication have been removed. The committee reached consensus on this list based on simplicity as well as consumer behaviors. It's important that the user guide navigation as well as the search and discovery functionality is easy to understand and use by our subscribers.

- In most instances where there were two word genres, the MSOs agreed to condense the genre to one word. For example, *When Harry Met Sally* might be considered both a Romance and a Comedy. We've removed the genre 'Romantic Comedy'. The content provider can select "romance" as the main genre and "comedy" as the sub-genre. Another example is Crime Drama. Crime Drama is no longer an approved genre. Content providers can select "crime" as the main genre and "drama" as the sub-genre. The main genre should always be listed first.
- There are still some instances where two words can be used in the genre field, such as "boat racing", "drag racing", "extreme sports", etc. which are specific names for genres fields.
- Not all Genres are applicable to all Show Types. For example, "all-star" is a genre only to be used in the Sports Show Type. "Calypso" is a genre only to be used in the Music Category. "Circus" is a genre only to be used in the Events and Lifestyle Show Types. Please refer to the guide for more detail.
- If the primary genre you are looking to assign is listed as a sub-genre, you should look for a higher level main genre to include first. For example, if you want to assign the genre of "sitcom" to an episode of *Two and a Half Men*, you'll see that it is listed as a "sub," so you should first list a main genre of "comedy," and also give us "sitcom." Same would hold true if trying to assign the genre of "courtroom" to the movie *A Few Good Men*. You should first list "drama" and also list "courtroom."
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Genre Classification										Explanation
	Show Type	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle	
50s						sub				Decades should not be the only value assigned to music
60s						sub				Decades should not be the only value assigned to music
70s						sub				Decades should not be the only value assigned to music
80s						sub				Decades should not be the only value assigned to music
90s						sub				Decades should not be the only value assigned to music
Action		main	main	main			main			explosions, car chases, fights. Ex. <i>Speed</i>
Adult		main		main			main			Tales of ribaldry, not audience, erotica
Adult Contemporary						main				A collection of mainstream and pop music, without hip-hop or rap since it is geared more towards adults than teens
Adventure		main	main	main			main			quest, journey; Ex. <i>Raiders of the Lost Ark</i>
African American		sub	sub	sub			sub		sub	Black-American
All-star					sub		sub			
Alternative						main	sub			musical genre, not substitute or option
American		sub	sub	sub			sub		sub	American (US), Amish, Cajun, Hawaiian, Inuit, Latin American, Native American
Animals		main	main	main			main		main	
Animation		main	main	main					main	cartoon
Anime		main	main	main						Japanese cartoon
Arabic		sub	sub	sub			sub		sub	Culture and not language, Arabic, Assyrian, Egyptian, Iraqi, Jordanian, Lebanese, Qatari, Saudi Arabian, united Arab Emirates, Yemeni
Arctic		sub	sub	sub			sub		sub	Arctic, Inuit, Kveeni, Sami
Art		main	main						main	craft, design, invention, etc.

Genre Classification	Show Type	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle	Explanation
Asian		sub	sub	sub			sub			Afghan, Ainu, Armenian, Asian, Assyrian, Azerbaijani, Bangladeshi, Bengali, Bidayuh, Central Asian, Chinese, Cypriot, Dayak, Evenki, Filipino, Hakka, Hazara, Hmong, Iban, Indian, Indonesian, Iranian, Iraqi, Israeli, Japanese, Jordanian, Karen, Kashmiri, Korean, Koryak, Kurdish, Lebanese, Maharashtrian, Malay, Malaysian, Mongolian, Myanmar, Omani, Orang Asli, Pakistani, Palestinian, Pashtun, Penan, Qatari, Sanketi, Saudi Arabian, Sherpa, Sindhi, Singaporean, South Asian, Southeast Asian, Sri Lankan, Taiwanese, Taiwanese Aboriginal, Tajik, Thai, Tibetan, Turkmen, Tuvan, United Arab Emirates, Vietnamese, Yemeni
Australian-NZ		sub	sub	sub			sub		sub	Australian, Australian Aborigine, New Zealander
Auto		main	main	main			main		main	automobile, cars, automotive
Auto Racing				main	main		main			auto racing events
Aviation		sub		sub			sub		sub	
Awards		main	main	main	main	main	main		main	achievement, praise, honoree
Ballet		sub	sub	sub			sub		sub	type of dance
Barker							main			
Baseball				main	main				main	Includes actual basketball games and related programming, as well as the movie Hoosiers.
Basketball				main	main				main	Includes actual baseball games and related programming as well as the movie Bull Duram.
Bicycle Racing				main	main		main			bicycle racing events
Bicycling		main	main	main			main		main	bicycles, mountain bikes, cycling
Big Band						sub	sub			A type of jazz originating in the late 1920s with a smoother rhythm than Dixieland, played by a large band of at least 10 musicians
Billiards					sub		sub			sport
Biography		main	main	main	main	main	main		main	memoir, facts and information, story
Black Comedy		sub		sub						dark comedy, not ethnic comedy
Blackjack				main	main		main			card game
Bluegrass						main	sub			An instrumental country & western music style characterized by playing of banjos, guitars and violins.
Blues						main	sub			music
Boat Racing				main	main		main			boat racing events, not sailing
Boating		main	main	main			main		main	boats, boating, nautical, not sailing

Genre Classification										Explanation
	Show Type	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle	
Bodybuilding							sub			contest, competition, weight class, definition,
Bowling				main	main		main			sport
Boxing				main	main		main			ring, match, prize fighting, sport
Brazilian		sub	sub	sub			sub		sub	Brazil language and culture
Business		main		main			main		main	corporations, enterprises, industries, markets, trades, commerce, organizations, etc.
Calypso						sub				A style of Afro-Caribbean music which originated in the British and French colonial islands of the Caribbean at the start of the 20th century
Canadian		sub	sub	sub			sub		sub	Acadian, Canadian, First Nations, Inuit
Caribbean		sub	sub	sub		sub	sub		sub	Belizian, Caribbean, Costa Rican, Cuban, Garifuna, Guatemalan, Jamaican, Nicaraguan, Puerto Rican, Venezuelan
Carnival							sub		sub	fair, festival
Cats		sub	sub	sub			sub		sub	
Celebrity		sub	sub				sub		sub	star, infamous
Central American		sub	sub	sub			sub		sub	Belizian, Central American, Costa Rican, Cuban, Garifuna, Guatemalan, Jamaican, Mayan, Mexican, Nicaraguan, P'urhepecha, Puerto Rican, Raramuri, Virarika, Zapotec
Central Asian		sub	sub	sub			sub		sub	Afghan, Central Asian, Mongolian, Sherpa, Tajik, Tibetan
Cheerleading			main	main	main		main		main	sport, competition
Chinese		sub	sub	sub			sub		sub	ethnicity not food, Chinese, Evenki, Hakka, Hmong, Taiwanese
Christmas		sub	sub	sub		sub	sub		sub	Religious Holiday
Cinco de Mayo							sub		sub	traditional Mexican holiday on 5th of May
Circus							sub		sub	
Classic Rock						main	sub		sub	Typically assigned to rock music that was released in the 1960s and 1970s, older Rock music that still has a strong following
Classical Music						main	sub		sub	music created with classic instruments, orchestra, symphony
Classifieds								main		ads, forum
Collectibles		sub					sub		sub	artifact, antique, items of value
College		sub			Sub		sub			Sports, Lifestyle
Comedy		main	main	main			main			humor
Commentary		sub					sub		sub	Political Conventions, News, Events
Community		sub			sub		sub		sub	Local
Computers		sub					sub		sub	Technology, Products
Concert				main		main	main			Used to define a live performance of any genre of music

Genre Classification										Explanation
	Show Type	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle	
Consumer							sub	main	sub	Shopping, Products
Contemporary Christian						main	sub			music
Country						main	sub			music
Courtroom		main		sub						cameras in actual courtroom setting, trials
Crafts		main	main						main	Handi-crafts, Do it yourself, home design, remodeling
Crime		main		main					main	Court, True or Fiction, Mystery
Dance		main	main	main		sub	main		main	Can be used to define contests, performances as well as a musical genere
Dating		sub		sub				main	main	Contests, Electronic Personal Ads
Debate							main			Political
Disco						main	sub			Up-tempo dance music that originated in the early 1970s
Dixieland						main	sub			A type of jazz originating in New Orleans in the late 1900s with strong 2/4 or 4/4 rhythms.
Docudrama		sub		sub						Re-enactments, true crime
Documentary		main	main	main	main	main	main		main	
Dog show		sub					main			ie, Westminster Dog Show
Dogs		sub	sub	sub			sub	sub	sub	Care, Breeds, Activities
Doo-wop						main	sub			Doo-wop is a style of vocal-based rhythm and blues music popular in the mid-1950s to the early 1960s in America.
Drag racing					sub		sub			Sports
Drama		main	main	main			main		main	
Easter		sub	sub	sub			sub		sub	Holiday, Religious
Eastern European		sub	sub	sub			sub		sub	Albanian, Aromanian, Bulgarian, Eastern European, Greek, Macedonian, Romanian, Serbian, Ukranian
Easy Listening						main	sub			A style of popular music which is smooth, pleasant and undemanding on the ear
Educational		main	main						main	Do It Yourself, Training
Election		main					main			
Electronica						main	sub			Covers a wide range of electronic or electronic-influenced music.
Entertainment		sub					sub			Hollywood
Environment		sub		sub			sub		sub	Care, endangered Species, Smog, Ozone, etc

Genre Classification										Explanation
	Show Type	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle	
European		sub	sub	sub			sub		sub	Albanian, Aromanian, Basque, Belgian, Bosnian/Herzegovinian, British, Bulgarian, Catalan, Celtic, Croatian, Czech, Danish, Dutch, Eastern European, Estonian, European, French, German, Greek, Gypsy, Hungarian, Icelandic, Irish, Irish Travellers, Italian, Kveeni, Latvian, Lithuanian, Macedonian, Manx, Norwegian, Polish, Romanian, Sami, Scandinavian, Scottish, Serbian, Slovak, Slovenian, Spanish, Swedish, Swiss, Ukranian, Welsh
Extras (behind the scenes)		main	main	main	main	main	main		main	Behind the Scenes, Deleted Scenes, Gag Reels, etc
Extreme sports		sub		sub	main		main			skateboarding, bicycle tricks, X Games, street luge, trick rollerblading
Family		main	main	main	main	main	main		main	G and PG rated fare that the whole family can watch together
Fantasy				main					sub	dragons, sorcerers, folklore
Fashion		main					main		main	Style, Designers
Fathers Day										Holiday
Figure Skating				main	main		main			sport
Finance		main					main	main	main	Taxes, Budget, Real Estate, etc
Fine art		sub					sub		sub	Art History, Artists
Fishing		main			main				sub	sport
Fitness		main	main						main	health, fitness competition, yoga, aerobics, pilates, etc
Folk Music						main	sub			
Food		main					main	main	main	cooking, recipe
Football		sub		sub	main		sub			American football
French		sub	sub	sub			sub		sub	Basque, French
Funk						main	sub			music
Game Show		main	main							quiz show
Gangster		sub		sub						mafia
Gardening		main					main		main	
German		sub	sub	sub			sub		sub	culture or language
GLBT		sub		sub			sub	sub	sub	(Gay, Lesbian, Bisexual, Transgender)
Golf		sub		sub	main				sub	sport
Gospel Music						main	sub			musical genre
Government								main	main	
Gymnastics			sub	sub	main					sport including all gymnastics events including rhythmic, mat, bars, etc
Halloween		sub	sub	sub			sub		sub	holiday (october 31)
Hanukkah		sub	sub	sub			sub		sub	there are some alternate spellings
Health		main							main	
High School					sub		sub			modifier to sports, not an audience descriptor

Genre Classification	Show Type									Explanation
	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle		
Highlights					sub					excerpts from longer form programs
Hip-Hop						main	sub			The term rap is sometimes used synonymously with hip hop music, but Rap refers to the practice of rapping, which is one component of the hip hop style.
History		sub							sub	
Hobbies			sub						main	
Hockey			sub	sub	main				sub	field hockey, ice hockey, roller hockey
Holiday		sub	sub	sub			sub		sub	
Home		main						main	main	improvement, repair, decorating, design, remodeling
Horror		main	main	main			main		main	center on the dark side of life; the forbidden, strange, alarming, scary. Ex. <i>Nightmare on Elm Street</i>
Horse Racing				main	main		main			
How-to		sub	sub						sub	instructional
Hunting		main			main				sub	sport
Independence Day		sub	sub	sub			sub		sub	July 4th
Independent				main						Indy movies
Indian		sub	sub	sub			sub		sub	Bangladeshi, Bengali, Indian, Kashmiri Pandit, Maharashtrian, Pakistani, Sanketi, Sri Lankan
Infomercial								main		
Instrumental						sub	sub			Used for music without vocals
Interview		main			sub	sub	sub			
Investigative		sub								
Irish		sub	sub	sub		sub	sub		sub	Irish, Irish Travellers
Italian		sub	sub	sub			sub		sub	
Japanese		sub	sub	sub			sub		sub	Ainu, Japanese
jazz						main	sub			A musical art form characterized by blue notes, syncopation, swing, call and response, polyrhythms, and improvisation
Korean		sub	sub	sub			sub		sub	South Korean, North Korean
Kwanzaa										
Labor Day		sub	sub	sub			sub		sub	holiday
Lacrosse			sub		main					sport
Latin						main	sub			Music, not culture or language
Latin American		sub	sub	sub			sub		sub	Hispanic, Latin American, Latino
Literature		sub							sub	books
Little League			sub		sub		subs			modifier of baseball
Local								main	main	
Magic			main	sub			main		main	
Marathon					main					
Mardi Gras							main			American holiday celebrated primarily in New Orleans and the South

Genre Classification	Show Type									Explanation
			Series	Kids	Movies	Sports	Music	Events	Ad	
Martial Arts			sub	main	main				sub	types of martial arts (eg, judo, karate, capoiara) and also martial arts events. Includes martial arts competitions as well as the movie <i>Enter the Dragon</i> .
Mixed Martial Arts		main			main		main			
Medical		sub						sub		hospital
Mediterranean		sub	sub	sub			sub		sub	Albanian, Assyrian, Catalan, Croatian, Cypriot, Egyptian, French, Greek, Israeli, Italian, Lebanese, Libyan, Mediterranean, Moroccan, Palestinian, Serbian, Spanish, Turkish
Memorial Day		sub	sub	sub			sub		sub	holiday
Metal						Main	sub			Used to define multiple styles of Hard Rock Music such as Heavy Metal, Thash, Death Metal, Speed Metal
Mexican		sub	sub	sub			sub		sub	Mexican, P'urhepecha, Raramuri, Vivarika, Zapotec
Middle Eastern		sub	sub	sub			sub		sub	Assyrian, Azerbaijani, Berber, Cypriot, Egyptian, Iranian, Iraqi, Israeli, Jewish, Jordanian, Laz, Lebanese, Libyan, Middle Eastern, Moroccan, Omani, Palestinian, Qatari, Saudi Arabian, Sudanese, Turkish, United Arab Emirates, Yemeni
Military		sub		sub			sub		sub	items about or relating to the military and its personnel
ML King Day		sub	sub	sub			sub			holiday celebrating life of Martin Luther King, Jr.
Mothers Day		sub	sub	sub			sub		sub	holiday
Motorcycle		main	main	main			main		main	motorcycle culture and lifestyle
Motorcycle Racing				main	main		main			motorcycle racing events
Music		sub	sub	sub			sub	sub	sub	
Music Videos		main				main				video set to music
Musical				main			sub			type of theater
Mystery		main	main	main			main			detective
Native American		sub	sub	sub			sub		sub	Aymara, First Nations, Inuit, Mapuche, Mayan, Native American, P'urhepecha, Raramuri, Vivarika, Yanomamo, Zapotec
Nature		main							main	things about or relating to the natural world
New Age						main	sub			Usually associated with relaxation and meditation, it is often used to set a mood
New Wave						main	sub			type of music from the '80s
New Years										holiday
News		main	main		main			main	main	news shows and news programming
Oceanic		sub	sub	sub			sub		sub	Australian, Australian Aboriginal, Hawaiian, Maori, New Zealander, Oceanic, Polynesian
Oldies						main	sub			genre of music

Genre Classification										Explanation
	Show Type	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle	
Olympics		sub		sub	main		main			international sports competition held every four years around the world
Opera						main	main			A drama set to music; consists of singing with orchestral accompaniment and an orchestral overture and interludes
Pageant		sub					main			Miss America, Miss Universe
Painting		sub						main		water colors, oils
Parade							main			an event
Paranormal		main		sub						ghosts, ghouls, exorcisms, haunted houses
Parenting		sub	sub						main	things about or of relating to be a parent and tasks of parents
Passover		sub	sub	sub			sub		sub	Religious holiday
Pets		main	main	main			main		main	dogs, cats, reptiles
Playoffs					sub					of sports content
Poker				main	main		main			card game
Police		sub		sub						
Polish		sub	sub	sub			sub		sub	Culture
Politics		sub		sub			sub			political in nature
Polka						main	sub			type of music or dance
Pop						main	sub			type of music, also Top 40
Pro Wrestling		main		sub	main		main			WWE, scripted
Public Affairs		main					main	main	main	town hall meetings, debates, community call-in
Punk						main	sub			Most closely associated with 1970s era (examples: The Ramones, The Sex Pistols) but is also associated more recently with Pop-Punk wave (examples: Green Day, Blink 182)
Puppets		sub	sub	sub			sub		sub	
R&B						main	sub			Abbreviation for Rhythm and Blues
Ragtime						main	sub			type of music
Ramadan		sub	sub	sub			sub		sub	Muslim holiday
Rap						main	sub			Note that rap and hip-hop are related but different.
Real Estate		sub						main	sub	renting
Reality		main	main	sub	sub		main			Reality TV
Reggae						main	sub			A style of music developed in Jamaica which is closely linked to the Rastafari movement
Religious		main		main			main		main	any and all religious programming
Reviews		main							sub	reviews of movies, books, other
Rock						main	sub			Picks up where Classic Rock leaves off, should be used to define more recent Rock-n-Roll music.
Rodeo				sub	main		main			competitive bull riding, calf roping

Genre Classification	Show Type									Explanation
	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle		
Roller Sports				main						includes hockey, rollerskating, skateboarding, roller hockey
Romance			sub							
Rosh Hashana	sub	sub	sub				sub		sub	Jewish holiday
Rugby				main						sport
Russian	sub	sub	sub				sub		sub	Evenki, Kveeni, Russian
Sailing				main			sub		main	if sail boat racing, can combine with boat racing
Salsa					main		sub		sub	Music, not dip. Features a Caribbean rhythm that is popular in many Latino countries
Satire	sub		sub							
Scandinavian	sub	sub	sub				sub		sub	Danish, Icelandic, Kveeni, Norwegian, Scandinavian, Swedish
Science	main	main	sub						main	
Sci-fi	main	main	main				main		main	Science Fiction
9-11			sub				sub			
Shopping	main							main	main	
Silent			sub							
Sitcom	sub									Situation Comedy
Ska					main		sub			Originated as Jamaican dance music, but the style has also been mixed with pop and punk
Skateboarding	main	main	sub	main			sub			
Skiing	main	main	sub	main			sub			
Smooth Jazz					main		sub			Mainstream, downtempo, Easy Listening style of Jazz.
Snowboarding	main	main	sub	main			sub			winter sport
Snowmobile				sub						winter sport
Soap Opera	main									
Soccer			sub	main			main			sport
Softball				main			main			
Soul					main		sub			Differentiated by its use of gospel-music devices, with a greater emphasis on vocalists, and its merging of religious and secular themes.
South American	sub	sub	sub				sub		sub	Argentine, Aymara, Bolivian, Brazilian, Chilean, Colombian, Ecuadorian, Mapuche, Peruvian, South American, Venezuelan, Yanomamo
South Asian	sub	sub	sub				sub		sub	Bangladeshi, Bengali, Indian, Kashmiri Pandit, Maharashtrian, Pakistani, Pashtun, Sanketi, Sindhi, South Asian, Sri Lankan
Southeast Asian	sub	sub	sub				sub		sub	Bidayuh, Dayak, Filipino, Hakka, Hmong, Iban, Indonesian, Karen, Malay, Malaysian, Myanmar, Orang Asli, Penan, Singaporean, Southeast Asian, Thai, Vietnamese

Genre Classification	Classification Criteria									Explanation
	Show Type	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle	
Speed Skating					sub					winter sport
Spy		sub		sub						espionage
St Patricks Day		sub	sub	sub			sub		sub	holiday
Stand-up		main		main			main			Useful when combined with comedy genre
Sumo Wrestling					main					Japanese style wrestling
Surfing				sub	main					water sport
Suspense		main		main						programming that generates a sense of apprehension and expectation
Swimming					main					professional
Swing				sub		main	sub		sub	A style of jazz played by big bands with faster tempos than traditional Big Band music.
Taiwanese		sub	sub	sub			sub		sub	culture, people
Talk		main							main	not news
Taxes		sub							sub	educational
Technology		sub	sub				sub		sub	electronics
Telethon							main			type of fundraiser
Tennis		sub		sub	main		sub			
Thanksgiving		sub	sub	sub			sub		sub	holiday
Theatre		sub		sub			main			(alternate spellings), play, musical
Thriller		main		main						includes an element of suspense and horror. <i>The Silence of the Lambs</i>
Track & Field				sub	main		main			sport
Travel		main						main	main	
Triathlon					main		main			competition
Trucks					sub			main		
United Kingdom		sub	sub	sub			sub		sub	British, Irish, United Kingdom
Valentines Day		sub	sub	sub			sub		sub	holiday celebrating love
Variety		main					main			mixed format show including comedy, skits, music and talk
Veterans Day		sub	sub	sub			sub		sub	Canadian holiday to celebrate Queen Victoria's birthday
Video Games		main	main	sub			main		main	
Volleyball				sub	main					sport
War		main		main						combat between nations or peoples
Water Sports					main					for water sports not enumerated already (ie, wake boarding, surfing, tubing)
Weather		main		sub			main		main	
Wedding		sub					sub			
Western		main		main						cowboys
Winter Sports					main		main			skiing, sledding, snowboarding, snowmobiling, etc.
World Music						main	sub			ethnic
Wrestling				sub	main		main			Olympic or collegiate sport, non-scripted
Yom Kippur		sub	sub	sub			sub		sub	Jewish holiday

Genre Classification	Show Type	Series	Kids	Movies	Sports	Music	Events	Ad	Lifestyle	Explanation
Zydeco					main	sub				Music, culture. A form of folk music, originated among the Creole peoples of south-west Louisiana and influenced by the music of the French-speaking Cajuns.