

SMI Australian Product Categories

40 Categories by Media Sectors		126 Categories by Media Type	
1	Government	Government	
2	Education	Universities Schools (Private/Public) Other Tertiary Pre-School/Childcare	
3	Health Care	Hospitals (Public, Private, Comm) Health Care Products/Services	
4	Seniors/Retirees	Accommodation/Services	
5	Domestic Banks	Local Banks	
6	Business	Industry Associations/Unions Business Services	
7	Recruitment	Recruitment	
8	Building	Builders/Construction/Additions Building Products/Tools/ Equipment	
9	Media	Newspapers/Magazines TV Stations/Radio Stations Online	
10	Communications	Mobile Communications - Services/ Retail Internet General Services	
11	Technology	Computers/Hardware Computer Software /Services	
12	Movies/Cinema/Theme Parks	Movies/Cinema/Theme Parks	
13	Food/Produce/Dairy	Diet/Health Foods Meat/Poultry/Seafood Milk/Dairy/Produce/Baked Goods Cereals/Breakfast Foods Confectionery/Snacks/Dessert Items Ingredients/Condiments/Mixes/Seasonings Prepared Meals/Frozen Foods	
14	Alcoholic Beverages	Beer Domestic Spirits/Pre-Mixers Wine Beer Imported Cider Sparkling/Champagne	
15	Non Alcoholic Beverages	Tea/Coffee Soft Drinks/Water/Juice Sports/Energy Drinks	
16	Retail	Department Store Office/Hardware Retailers/Products Electrical Retailers Chemists Discount Stores Food/Alcohol Retailers/Shopping Malls Garden/Outdoor Living	
17	Home Furnishing/Appliances	Small Appliances/Electrical Accessories/Other White Goods Furniture/Bedding Homewares/Household Fixtures & Fittings (Non-Electrical)	
18	Pharmaceuticals	Analgesics Skin/Respiratory Supplements/Vitamins Pharma Brand/Sponsorship Other Pharmaceutical Products	
19	Toiletries/Cosmetics	Skin Care Other Toiletries Cosmetics Fragrances Hair Care Products Oral Care Products	
20	Gambling	Lottery Providers Wagering Companies Casinos/Gaming Operators	

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21	Sport	Major Sporting Codes(AFL, NRL, CA, AJC, ARU) Fitness/Gyms/Other
22	Utilities	Electricity Services/Gas Services Water Services Solar Energy Services
23	Fuel/Gas Products/Suppliers	Fuel/Gas Products/Suppliers
24	Automotive Brand	Micro/Small Cars Medium/Large Cars SUV Light Commercial Heavy Commercial Auto Brand/Sponsorship
25	Motor Cycles/Bicycles	Motor Cycles/Bicycles
26	Boats/Equipment	Boats/Equipment
27	Travel	Airlines Hotels/Accommodation Government Tourist Bureaux Travel Service/Agents Rentals/Caravans
28	Charities	Health/Drugs Environment/Social Services
29	Agriculture	Agricultural Services Agricultural Products
30	Real Estate	Real Estate Agents/Websites Developers/Property Investment
31	Insurance	Health Insurance Insurance Brand/Sponsorship Life Insurance Auto Insurance Travel Insurance Home/Contents Insurance Other Insurance
32	Restaurants	Restaurants
33	Specialty Retail	Optical Products/Retailers Baby/Children's Products/Stores Sport Retail Miscellaneous Books/Music Retailers/Other
34	Household Supplies	Pet Food/Products Household/Cleaning Products
35	Auto Dealers/Parts/Services	Accessories/Services/Parts Tyre Companies/Services Dealerships/Websites
36	Other Financial Services	Accountants/Lawyers/Advisers Overseas Banks Credit Cards/Travellers Cheques Credit Unions/Building Societies/Small Lenders Wealth Management/Superannuation
37	Live Entertainment	Stage Shows Galleries/Festivals/Events
38	In Home Entertainment	Home Entertainment (TV) Home Entertainment (Film) Gaming Music Books Other Home Entertainment
39	Clothing/Fashion Accessories	Apparel/Luxury Fashion/Shoes Watches/Jewellery/Accessories/Other
40	Consumer Electronics	TV/DVD/PVR/Gaming Consoles/Streaming Devices Radio/DAB/Sound Entertainment Systems Cameras/Video Recorders/Products Portable Electronic Devices

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36 Categories by Media Sector	107 Digital Categories
Airlines, Travel Agents & Websites	Airlines Travel Agents & Websites
Alcoholic Beverages	Liquor & Spirits Wine & Champagne Beer & Ale
Automotive Brand	Motor Vehicles
Auto Dealers, Parts & Commercial	Auto Dealers & Associations Auto Parts, Tires & Additives Automotive Service & Repair
Banking	Banking
Beauty, Grooming & Personal Care	Hair Care Makeup, Fragrances & Grooming Oral Care Personal Hygiene & Shaving Skin Care
Building & Construction	Construction Equipment Paint & Home Improvement Plumbing, HVAC & Bathroom Fixtures
Business Services & Industrial	Business, Courier, Legal & Management Services Employment & Recruitment Services Manufacturing Materials & Equipment
Clothing & Fashion Accessories	Clothes & Apparel Fashion Accessories Jewelry & Watches Shoes, Boots & Footwear
Computers & Software	Internet & Software Companies PCs & Laptops Printers & Office Machines
Consumer Electronics	Cameras & Camcorders Portable Electronic Gadgets Smartphones & Tablets TVs & Home Entertainment Equipment
Education	Colleges & Universities Vocational/Training Schools & Online Degrees Educational Services & Products Books
Entertainment	Online Ticketing & Entertainment Websites Pre-recorded Media Content Spectator Sports, Concerts & Live Entertainment
Other Financial Services	Credit Cards Investment Products & Services
Food, Produce & Dairy	Cereals & Breakfast Foods Confectionary, Snacks & Dessert Items Dairy, Produce, Meat & Baked Goods Ingredients, Condiments, Mixes & Seasonings Prepared & Frozen Foods/Meals
Gardening & Agriculture	Agriculture, Farming & Horticulture Gardening, Turf & Lawn Care
Government	Government Agencies & Administrations Military & Armed Forces
Health & Medical	Health/Fitness Facilities & Services Hospitals & Medical Centers Medical Equipment & Supplies
Home Furnishing & Appliances	Flatware, Glassware & Utensils Furniture & Home Furnishings Home & Kitchen Appliances
Household Supplies	Air Fresheners & Cleaning Products Disposable Paper & Plastic Goods Laundry & Dishwashing Preparations Miscellaneous Household Supplies & Services Pet Food & Care
Insurance	Insurance

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Media	Magazines Media Websites & Content Providers Newspapers TV Networks Radio
Movies, Cinemas & Theme Parks	Motion Pictures
Non-Alcoholic Beverages	Bottled & Enhanced Water Coffee & Tea Juice & Flavoured Beverages Soft Drinks Sports & Energy Drinks
Oil, Gas, Energy & Utilities	Electricity & Water Gasoline & Oil Power & Energy
Organizations & Associations	Charitable, Health & Humanitarian Labor Unions & Advocacy Groups
Other / Miscellaneous	Cigarettes & Tobacco Products Miscellaneous Goods & Services Office Supplies & Stationary
Pharmaceuticals	OTC Medicines & Remedies Prescription Drugs Supplements & Vitamins
Real Estate & Development	Commercial & Industrial - Real Estate Residential & Vacation Timeshares
Restaurants	Casual & Upscale Dining Ice Cream, Coffee & Pastry Shops Pizza Eateries Quick Serve Restaurants
Retail	Department Stores Discount Stores Online Retailers Supermarkets, Liquor, Convenience & General Stores
Sports Apparel, Sports & Recreation Equipment	Athletic Apparel & Footwear Boating & Recreation Vehicles Sporting Goods & Exercise Equipment
Telecommunications	Business & Office - Telecom Home & Residential - Telecom Wireless Cellular Networks
Tourism, Accommodation & Travel Products	Cruise Lines Hotels & Casino Resorts Travel Services & Tourism Bureaus
Toys & Video Games	Dolls & Action Figures Interactive Entertainment Toys & Games
Specialty Retailers	Specialty Retailers