

Appendix A: Market keywords

The detailed Market keywords are structured in 9 main sectors (Level 1), 68 sub sectors (Level 2) and 271 specific branches (Level 3):

1. [001 - Communications](#)
2. [002 - Computer Related](#)
3. [003 - Other Electronics Related](#)
4. [004 - Genetic Engineering / Molecular Biology](#)
5. [005 - Medical/Health Related](#)
6. [006 - Energy](#)
7. [007 - Consumer Related](#)
8. [008 - Industrial Products](#)
9. [009 - Other](#)

The Market keywords list was updated in Q4 2013. In this version, the obsolete keywords that have been removed from the Merlin database are written in **red**, while newly added keywords are written in **blue**, and keywords that have changed level are written in **green**. You can still use obsolete keywords to search for profiles created before the list was updated, but you will not be able to use them when creating new profiles.

Note: When creating a new profile for a client in Merlin, you must use level 3 keywords in order to provide as much information as possible about the profile. When creating a new event, you can select level 1 or level 2 keywords.

001 - Communications

1 Commercial Communications (001001)

- 1.1 Radio and TV broadcasting stations (001001001)
- 1.2 CATV and pay TV systems (001001002)
- 1.3 Radio and TV broadcasting and other related equipment (001001003)
- 1.4 Other commercial communications (001001004)

2 Telephone Related (001002)

- 2.1 Long distance telephone services (001002001)
- 2.2 Telephone interconnect and other equipment (001002002)
- 2.3 Message forwarding, queuing and answering systems, telephone management systems and PBXs (001002003)
- 2.4 Other telephone related (including telephone cost accounting systems, telephone related telephone test systems and telephone answering service equipment) (001002004)

3 Facsimile Transmission (001003)

4 Data Communications (001004)

- 4.1 Local area networks (including voice/data PBX systems) (001004001)
- 4.2 Data communication components (001004002)
- 4.3 Communications processors/network management (001004003)
- 4.4 Protocol converters and emulators (001004004)

- 4.5 Modems and multiplexers (001004005)
- 4.6 Other data communication components (001004006)
- 4.7 Network test, monitoring and support equipment (001004007)
- 4.8 Other data communications (001004008)

5 Satellite Microwave Communications (001005)

- 5.1 Satellite services/carriers/operators (001005001)
- 5.2 Satellite ground (and others) equipment (001005002)
- 5.3 Microwave service facilities (001005003)
- 5.4 Microwave and satellite components (including antennae and amplifiers) (001005004)
- 5.5 Other satellite/microwave (001005005)

6 Other Communications Related (001006)

- 6.1 Defence communications (001006001)
- 6.2 Mobile communications, pagers and cellular radio (001006002)
- 6.3 Other communications (not elsewhere classified) (001006003)
- 6.4 Communications services (001006004)
- 6.5 Streaming (001006005)

002 - Computer Related

1 Computers (002001)

- 1.1 Mainframe and scientific computers (002001001)
- 1.2 Mainframes (002001002)
- 1.3 Scientific computers (002001003)
- 1.4 Mini and micro computers (002001004)
- 1.5 Fail safe computers (002001005)
- 1.6 Mini computers (small business) (002001006)
- 1.7 Micro computers (personal and very small) (002001007)
- 1.8 Other mini and micro computers (002001008)

2 Computer Related Graphics (002002)

- 2.1 CAD/CAM, CAE systems (002002001)
- 2.2 Graphics systems (002002002)
- 2.3 Graphics software (002002003)
- 2.4 Graphics terminals (002002004)
- 2.5 Graphics printers/plotters (002002005)
- 2.6 Other graphics peripherals (002002006)
- 2.7 Other computer graphics (002002007)
- 2.8 3D (002002008)

3 Specialised Turnkey Systems (002003)

4 Scanning Related (002004)

- 4.1 OCR (optical character recognition) (002004001)
- 4.2 OBR (optical bar recognition) (002004002)
- 4.3 MICR (magnetic ink character recognition) (002004003)
- 4.4 Other scanning related (including optical mark sensing and image processing) (002004004)

5 Peripherals (002005)

- 5.1 Terminals (002005001)
- 5.2 Intelligent terminals (002005002)
- 5.3 Portable terminals (002005003)
- 5.4 Other terminals (002005004)
- 5.5 Printers (002005005)

- 5.6 Data I/O devices (002005006)
- 5.7 Disk related memory devices (002005007)
- 5.8 Floppy disks and drivers (002005008)
- 5.9 Winchester disks and drives (002005009)
- 5.10 Optical disks and drives (002005010)
- 5.11 Other disk related (002005011)
- 5.12 Tape related devices (002005012)
- 5.13 Magnetic tapes (002005013)
- 5.14 Tape heads and drives (002005014)
- 5.15 Continuous tape backup systems (002005015)
- 5.16 Other tape related devices (002005016)
- 5.17 Other memory devices (excluding semiconductors) (002005017)
- 5.18 Other peripherals (not elsewhere classified) (002005018)

6 Computer Services (002006)

- 6.1 Time sharing films (002006001)
- 6.2 Computer leasing and rentals (002006002)
- 6.3 Computer training services (002006003)
- 6.4 Data processing, analysis and input services (002006004)
- 6.5 Computerised billing and accounting services (002006005)
- 6.6 Databases and on-line information services (002006006)
- 6.7 Other computer services (002006007)
- 6.8 Storage (002006008)
- 6.9 Big data management (002006009)

7 Computer Software (002007)

- 7.1 Systems Software (002007001)
- 7.2 Database and file management (002007002)
- 7.3 Operating systems and utilities (002007003)
- 7.4 Program development tools/languages (002007004)
- 7.5 Communications/networking (002007005)
- 7.6 Other system software (002007006)
- 7.7 Applications software (002007007)
- 7.8 Business and office (002007008)
- 7.9 Home (002007009)
- 7.10 Education (002007010)
- 7.11 Manufacturing/industrial (002007011)
- 7.12 Medical/health (002007012)
- 7.13 Banks/financial institution (002007013)
- 7.14 Other industry specific (002007014)
- 7.15 Integrated software (002007015)
- 7.16 Artificial intelligence related software (002007016)
- 7.17 Expert systems (002007017)
- 7.18 Natural language (002007018)
- 7.19 Computer-aided instructions (002007019)
- 7.20 AI programming aids (002007020)
- 7.21 Other AI related (002007021)
- 7.22 Software services (002007022)
- 7.23 Programming services/systems engineering (002007023)
- 7.24 Consulting services (002007024)

- 7.25 Distribution, clearing house (002007025)
- 7.26 Other software services (002007026)
- 7.27 Other software related (002007027)
- 7.28 Web semantics (002007028)

8 Other Computer Related (002008)

- 8.1 Voice synthesis (002008001)
- 8.2 Voice recognition (002008002)

003 - Other Electronics Related

1 Electronic Components (003001)

- 1.1 Semiconductors (003001001)
- 1.2 Customised semiconductors (003001002)
- 1.3 Standard semiconductors (003001003)
- 1.4 Other semiconductors (003001004)
- 1.5 Microprocessors (003001005)
- 1.6 Controllers (003001006)
- 1.7 Circuit boards (003001007)
- 1.8 Display panels (003001008)
- 1.9 Other electronics related (including keyboards) (003001009)

2 Batteries (003002)

3 Power Supplies (003003)

4 Electronics Related Equipment (003004)

- 4.1 Semiconductor fabrication equipment and wafer products (003004001)
- 4.2 Components testing equipment (003004002)
- 4.3 Other electronics related equipment (003004003)

5 Laser Related (003005)

6 Fibre Optics (003006)

7 Analytical and Scientific Instrumentation (003007)

- 7.1 Chromatographs and related laboratory equipment (including spectrometers) (003007001)
- 7.2 Other measuring devices (including infrared gas analysers, moisture analysers) (003007002)
- 7.3 Other analytical and scientific instrumentation (003007003)

8 Other Electronics Related (003008)

- 8.1 Military electronics (excluding communications) (003008001)
- 8.2 Copiers (003008002)
- 8.3 Calculators (003008003)
- 8.4 Other electronics related (including alarm systems) (003008004)

004 - Genetic Engineering / Molecular Biology

1 Recombinant DNA (004001)

- 1.1 Agricultural genetic engineering applications (004001001)
- 1.2 Industrial genetic engineering applications (004001002)
- 1.3 Medical genetic engineering applications (004001003)
- 1.4 Other recombinant DNA (004001004)

2 Monoclonal Antibodies and Hybridomas (004002)

3 Gene Splicing and Manufacturing Equipment (004003)

4 Other Genetic Engineering (004004)

5 Molecular design (004005)

- 6 Microbiology (004006)**
- 7 Micro- and Nanotechnology related to Biological sciences (004007)**
- 8 Biochemistry / Biophysics (004008)**
- 9 Toxicology(004009)**
- 10 In vitro Testing, Trials(004010)**
- 11 Stem cells and biobanks (004011)**
- 12 Cellular and Molecular Biology (004012)**
- 13 Population genetics (004013)**
- 14 Gene Expression, Proteom Research (004014)**
- 15 Bioinformatics (004015)**
- 16 Enzymology/Protein Engineering/Fermentation (004016)**
- 17 Genetic Engineering (004017)**

005 - Medical/Health Related

- 1 Diagnostic (005001)**
 - 1.1 Diagnostic services (005001001)
 - 1.2 Medical imaging (005001002)
 - 1.3 X-rays (005001003)
 - 1.4 CAT scanning (005001004)
 - 1.5 Ultrasound imaging (005001005)
 - 1.6 Nuclear imaging (005001006)
 - 1.7 Other (005001007)
 - 1.8 Diagnostic test products and equipment (005001008)
 - 1.9 Other diagnostic (005001009)
 - 1.10 Molecular diagnosis (005001010)
 - 1.11 Differential diagnosis (005001011)
 - 1.12 In-vitro diagnostics (005001012)
 - 1.13 Prenatal diagnostic (005001013)
 - 1.14 Forensic science (005001014)
- 2 Therapeutic (005002)**
 - 2.1 Therapeutic services (005002001)
 - 2.2 Surgical instrumentation and equipment (005002002)
 - 2.3 Pacemakers and artificial organs(005002003)
 - 2.4 Drug delivery and other equipment (including kidney dialysis machines) (005002004)
 - 2.5 Other therapeutic (including defibrillators) (005002005)
 - 2.6 Surgical implants (005002006)
- 3 Other Medical/Health Related (005003)**
 - 3.1 Disposable products (005003001)
 - 3.2 Pharmaceuticals/fine chemicals (005003002)
 - 3.3 Handicap aids (005003003)
 - 3.4 Monitoring equipment (005003004)
 - 3.5 Hospital and other institutional management (including management services and leasing) (005003005)
 - 3.6 Other medical/health related (not elsewhere classified) (005003006)
 - 3.7 Computer-aided diagnosis and therapy (005003007)
- 4 Agro and Marine biotech (005004)**
 - 4.1 Food and feed ingredients (005004001)
 - 4.2 Marine oils (005004002)
 - 4.1 Marine products (005004003)

5 Anatomy, Pathology, Immunology, Physiology (005005)**6 Clinical Medicine (005006)**

- 6.1 Forensic Medicine (005006001)
- 6.2 Oncology (005006002)
- 6.3 Paediatrics (005006003)
- 6.4 Emergency medicine (005006004)
- 6.5 Surgery and Anaesthesiology (005006005)
- 6.6 Orthopaedics (005006006)
- 6.7 Gastroenterology (005006007)
- 6.8 Geriatrics (005006008)
- 6.9 Environmental Medicine, Social Medicine, Sports Medicine (005006009)
- 6.1 Allergy research (005006010)
- 6.2 Medical computer sciences (005006011)
- 6.3 Nephrology (005006012)
- 6.4 Medical Physics, Physiology (005006013)
- 6.5 Circulatory diseases (005006014)
- 6.6 Endocrinology (005006015)
- 6.7 Dentistry / Odontology, Stomatology (500006016)
- 6.8 Internal medicine (005006017)
- 6.9 Other (005006018)
- 6.10 Cardiology (005006019)
- 6.11 Ophthalmology, ear, nose and throat diseases (005006020)
- 6.12 Pulmonary medicine (005006021)
- 6.13 Gynaecology (005006022)

7 Medical equipment (005007)

- 7.1 Electromedical and medical equipment (005007001)
- 7.2 Rescue and emergency equipment (005007002)
- 7.3 Surgical instrumentation and equipment (005007003)
- 7.4 Medical instruments (005007004)
- 7.5 Diagnostic equipment (005007005)
- 7.6 Laboratory equipment (005007006)

8 Welfare technologies (005008)

- 8.1 Patient rehabilitation & training (005008001)
- 8.1 Safety for elderly (005008002)
- 8.2 Cognitive aid (005008003)

9 Plant and animal health (005009)

- 9.1 Fish health (005009001)
- 9.2 Animal health (005009002)
- 9.3 Plant health (005009003)
- 9.1 Food & feed ingredients (005009004)

006 - Energy**1 Oil and Gas Exploration and Production (006001)**

- 1.1 Storage and transportation (006001001)
- 1.1 Exploration services (006001002)
- 1.2 Equipment and instrumentation (006001003)
- 1.3 Chemicals and materials (006001004)
- 1.4 Drilling, completion and stimulation (006001005)

- 1.5 Production services (006001006)
- 2 Exploration Services (006002)**
- 3 Drilling and Support Services (006003)**
- 4 Oil and Gas Drilling, Exploration and Extraction Equipment (006004)**
 - 4.1 Drilling and extraction equipment (006004001)
 - 4.2 Drilling instrumentation (006004002)
 - 4.3 Exploration equipment instrumentation (006004003)
 - 4.4 Other oil and gas (006004004)
- 5 Alternative Energy (006005)**
 - 5.1 Solar energy (006005001)
 - 5.2 Photovoltaic solar (006005002)
 - 5.3 Other solar (006005003)
 - 5.4 Wind energy (006005004)
 - 5.5 Geothermal energy (006005005)
 - 5.6 Co-generation (006005006)
 - 5.7 Other alternative energy (including nuclear energy and uranium mining) (006005007)
 - 5.8 District heating (006005008)
 - 5.9 Combined heat and power (co-generation) (006005009)
 - 5.10 Other alternative energy (006005010)
 - 5.11 Marine energy (006005011)
 - 5.12 Solar/thermal energy (006005012)
 - 5.13 Distributed power and grid connection (006005013)
 - 5.14 Photovoltaics (006005014)
 - 5.15 Biomass and Biofuels (006005015)
- 6 Enhanced Oil Recovery/Heavy Oil/Shale (006006)**
- 7 Coal Related (006007)**
 - 7.1 Coal mining (006007001)
 - 7.2 Coal related equipment (006007002)
 - 7.3 Other coal related (006007003)
- 8 Energy Conservation Related (006008)**
 - 8.1 Metering and monitoring (006008001)
 - 8.1 Thermal insulation (006008002)
 - 8.2 Heat recovery (006008003)
- 9 Other Energy (006009)**
 - 9.1 Other energy production (006009001)
- 10 Power generation (006010)**
 - 10.1 Oil, gas and coal (006010001)
 - 10.2 Hydro-electric (006010002)
 - 10.3 Nuclear (6010003)
 - 10.4 Power grid and distribution (006010004)
- 11 Enhanced Oil Recovery (EOI) (006011)**
 - 11.1 Gas, liquid and chemical injection (006011001)
 - 11.2 EOI other (006011002)
 - 11.3 Heavy oil/shales (006001003)
- 12 Energy Supply and Retail (006012)**
 - 12.1 Energy for private/domestic housing (006012001)
 - 12.2 Energy for Industry (006012002)
 - 12.3 Energy for the community/public sector (006012003)

13 Energy Distribution (006013)

14 Energy Storage (006014)

15 Energy for Transport (006015)

007 - Consumer Related

1 Leisure and Recreational Products and Services (007001)

- 1.1 Movies, movie products and theatre operations (007001001)
- 1.2 Amusement and recreational facilities (007001002)
- 1.3 Toys and electronic games (007001003)
- 1.4 Sporting goods, hobby equipment and athletics clothes (007001004)
- 1.5 Sport facilities (gyms and clubs) (007001005)
- 1.6 TVs, radio, stereo equipment and consumer electronics (007001006)
- 1.7 Music, records, production and instruments (007001007)
- 1.8 Other leisure and recreational products and services (007001008)

2 Retailing (007002)

- 2.1 Drug stores (007002002)
- 2.2 Clothing and shoe stores (007002002)
- 2.3 Discount stores (007002003)
- 2.4 Computer stores (007002004)
- 2.5 Other retailing (007002005)

3 Food and Beverages (007003)

- 3.1 Wine and liquors (007003001)
- 3.2 Health food (007003002)
- 3.3 Soft drinks and bottling plants (007003003)
- 3.4 Food supplements/vitamins (007003004)
- 3.5 General food products (007003005)
- 3.6 Other food and beverages (007003006)

4 Consumer Products (007004)

- 4.1 Clothing, shoes and accessories (including jewellery) (007004001)
- 4.2 Health and beauty aids (007004002)
- 4.3 Home furnishing and housewares (007004003)
- 4.4 Housewares (007004004)
- 4.5 Furnishing and Furniture (007004005)
- 4.6 Garden and horticultural products (007004006)
- 4.7 Other (007004007)
- 4.8 Automobile parts (007004008)
- 4.9 Mobile homes (007004009)
- 4.10 Other consumer products (007004010)

5 Consumer Services (007005)

- 5.1 Fast food restaurants (007005001)
- 5.2 Other restaurants (007005002)
- 5.3 Hotels and resorts (007005003)
- 5.4 Auto repair shops (007005004)
- 5.5 Education and educational products and materials (007005005)
- 5.6 Travel agencies and services (007005006)
- 5.7 Other consumer services (including photo processing) (007005007)

6 Other Consumer Related (not elsewhere classified) (007006)

008 - Industrial Products

1 Chemicals and Materials (008001)

- 1.1 Plastic fabricators (008001001)
- 1.2 Homogeneous injections/extrusions (008001002)
- 1.3 Non-homogeneous injections/extrusions (008001003)
- 1.4 Fibre-reinforced (plastic) composites (008001004)
- 1.5 Other fabricated plastics (008001005)
- 1.6 Processes for working with plastics (008001006)
- 1.7 Coatings and adhesives manufactures (008001007)
- 1.8 Membranes and membrane-based products (008001008)
- 1.9 Speciality/performance materials: producers and fabricators (008001009)
- 1.10 Semiconductor materials (eg silicon wafers) (008001010)
- 1.11 III/V semiconductor materials (eg gallium arsenide) (008001011)
- 1.12 Speciality metals (including processes for working with metals) (008001012)
- 1.13 Ceramics (008001013)
- 1.14 Lubricants and functional fluids (008001014)
- 1.15 Other speciality materials (008001015)
- 1.16 Commodity chemicals and polymers (008001016)
- 1.17 Industrial chemicals (008001017)
- 1.18 Polymer (plastics) materials (008001018)
- 1.19 Speciality/performance chemicals (008001019)
- 1.20 Electronic chemicals (008001020)
- 1.21 Other speciality chemicals (008001021)
- 1.22 Agricultural chemicals (008001022)
- 1.23 Other chemicals and materials (not elsewhere classified) (008001023)

2 Industrial Automation (008002)

- 2.1 Energy management (008002001)
- 2.2 Industrial measurement and sensing equipment (008002002)
- 2.3 Process control equipment and systems (008002003)
- 2.4 Robotics (008002004)
- 2.5 Machine vision software and systems (008002005)
- 2.6 Numeric and computerised control of machine tools (008002006)
- 2.7 Other industrial automation (008002007)

3 Industry Equipment and Machinery (008003)

- 3.1 Machine Tools, other metal working equipment (excluding numeric control) (008003001)
- 3.2 Hoists, cranes and conveyors (008003002)
- 3.3 Mining machinery (008003003)
- 3.4 Industrial trucks and tractors (008003004)
- 3.5 Other industrial process machinery for textile, paper and other industries (008003005)
- 3.6 Power transmission equipment (including generators and motors) (008003006)
- 3.7 Other industrial equipment and machinery (008003007)

4 Pollution and Recycling Related (008004)

- 4.1 Air filters and air purification and monitoring equipment (008004001)
- 4.2 Chemical and solid material recycling (008004002)
- 4.3 Water treatment equipment and waste disposal systems (008004003)
- 4.4 Other pollution and recycling related (008004004)

5 Other Industrial Products (not elsewhere classified) (008005)

6 Industrial Services (008006)

6.1 Process control and logistics (008006001)

009 - Other

1 Transportation (009001)

- 1.1 Airlines (009001001)
- 1.2 Trucking (009001002)
- 1.3 Leasing of railcars, buses, cars, etc. (009001003)
- 1.4 Mail and package shipment (009001004)
- 1.5 Motor vehicles, transportation equipment and parts (009001005)
- 1.6 Airfield and other transportation services (009001006)
- 1.7 Other transportation (009001007)

2 Finance, Insurance and Real Estate (009002)

- 2.1 Insurance related (009002001)
- 2.2 Real estate (009002002)
- 2.3 Banking (009002003)
- 2.4 Security and commodity brokers and services (009002004)
- 2.5 Investment groups (009002005)
- 2.6 Other finance, insurance and real estate (including loan and mortgage companies) (009002006)

3 Services (009003)

- 3.1 Engineering services (009003001)
- 3.2 Advertising and public relations (009003002)
- 3.3 Leasing (not elsewhere classified) (009003003)
- 3.4 Distributors, importers and wholesalers (009003004)
- 3.5 Consulting services (009003005)
- 3.6 Media related services (009003006)
- 3.7 Other services (not elsewhere classified) (009003007)

4 Manufacturing (009004)

- 4.1 Business products and supplies (009004001)
- 4.2 Office furniture and other professional furnishings (009004002)
- 4.3 Textiles (synthetic and natural) (009004003)
- 4.4 Hardware, plumbing supplies (009004004)
- 4.5 Books, cards and other publishing (009004005)
- 4.6 Packing products and systems (009004006)
- 4.7 Printing and binding (009004007)
- 4.8 Other manufacturing (not elsewhere classified) (009004008)

5 Agriculture, Forestry, Fishing, Animal Husbandry and Related Products (009005)

6 Mining (non energy related) (009006)

7 Construction and Building Products(009007)

- 7.1 Construction (009007001)
- 7.2 Manufacture of building materials (009007002)
- 7.3 Manufacture of pre-fabricated buildings and systems (009007003)
- 7.4 Distribution of building products and systems (009007004)
- 7.5 Construction services (009007005)
- 7.6 Other construction and building products related (009007006)
- 7.7 Engineering and consulting services related to construction (009007007)
- 7.8 Manufacture of construction materials, components and systems (009007008)
- 7.9 Construction companies (009007009)
- 7.10 Facility management companies (009007010)

8 Utilities and Related Firms(009008)

- 8.1 Electric companies (009008001)
- 8.2 Water, sewerage, chemical and solid waste treatment plants (009008002)
- 8.3 Gas transmission and distribution (009008003)
- 8.4 Other utilities and related firms (009008004)

9 Other (uncategorised) (009009)

- 9.1 Conglomerates and holding companies (009009001)

