



ATTENDEE GUIDE

AWS Media & Entertainment at IBC 2026

Create. Connect. **Captivate.**



RAI Amsterdam,
Hall 5, Booth 5.C90
September 11–14, 2026





Create. Connect. Captive.

AWS brings agentic AI innovation to IBC 2026.

Experience innovative demos in the AWS booth; check out fireside chats at the AWS in-booth theater; star in your own microdrama on an AI-powered virtual film set; discover high-speed, low-latency connectivity with Amazon Leo; and connect with our team and AWS partners.

Request a meeting with an AWS expert now

- [AWS main booth experience](#)
- [Star in your own microdrama](#)
- [Amazon Entertainment Loft](#)
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AWS main booth experience: IBC 2026

Visit us at Booth 5.C90.



Visit the AWS main booth in Hall 5 and experience demos across four main areas: Content Creation, Media Lifecycle Management, Multiplatform Distribution, and Revenue Generation. Each area showcases multiple demos that provide solutions you can start implementing right away.

Additionally, talk to our experts in the Builder Zone including AWS Elemental, Storage, Amazon CloudFront, Nova, and Unified Operations for Media teams. Make your way to Hall 14, Booth 14.B30 to explore AI startups building new AI solutions for M&E.

[Schedule a meeting or booth tour](#)





Star in your own microdrama

A virtual film set experience in the AWS main booth in Hall 5

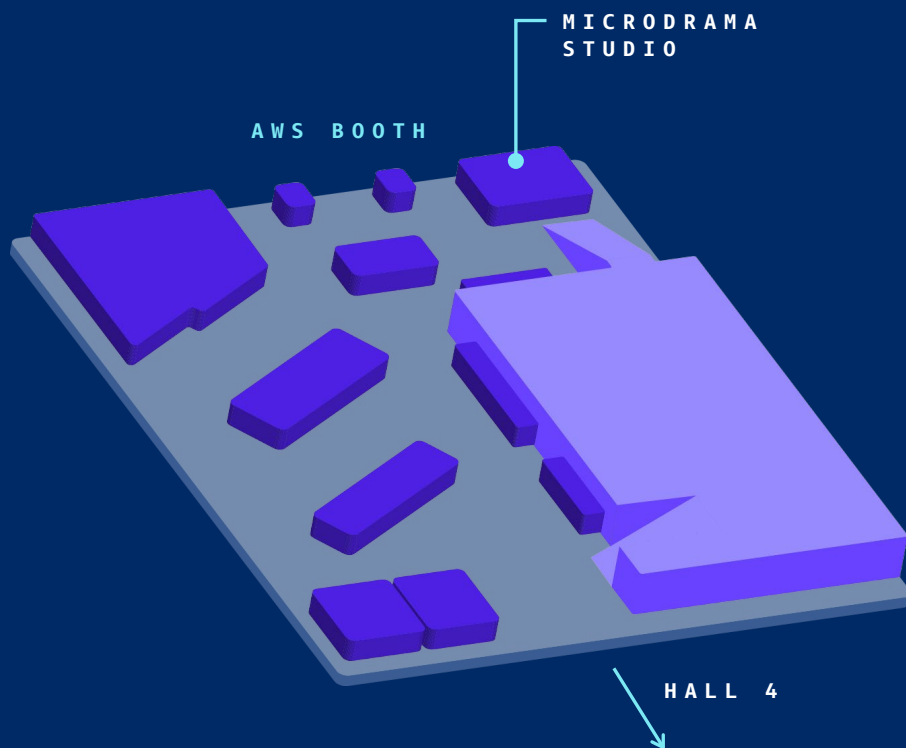


Lights! Camera! Action!

Create and star in your own microdrama by visiting the Microdrama Studio at IBC. First, you'll select your movie preferences. Then you'll watch as AI agents quickly generate assets including environments, scripts, and costumes before you step in front of the camera and read your lines. Finally, you'll be given your short film to take with you.

Next, you'll learn how your microdrama can be managed and distributed via additional demos in the Media Lifecycle Management and Multiplatform Distribution areas.

Experience the Microdrama Studio in Amazon's booth in Hall 5, Friday through Sunday, during expo hours.





Amazon on AWS Entertainment Loft

Location: Hall 4, Level 2 Atrium (just outside the AWS booth)



Stop by and explore the new Amazon Entertainment Loft in the Hall 4, Level 2 Atrium.

Walk through three rooms to see how Amazon products and services work together and run on AWS. You can watch Amazon Fire TV demonstrating new capabilities in Prime Video streaming entertainment, sports, and games; play games on Amazon Luna; and experience new Twitch Playable Ads. Stop by to network, play the latest games, and talk with Amazon subject matter experts.

Entertainment Loft

Delivering smiles, on demand





AWS Startup Booth

Location: Hall 14, Booth 14.B30



Visit the AWS Startup Booth to meet AI startups in Hall 14, Booth 14.B30.

For the first time at IBC, the AWS for Startups team will have a presence outside the primary AWS booth in the IBC Future Tech Hall (Hall 14), showcasing four cutting-edge AI startups building M&E solutions on AWS—Compado, Meiliseach, Moments Lab, and Plenitas—along with bookable meeting space.

AWS is also co-sponsoring the IGNITE Startup with NVIDIA, where the following four startups will be demoing their technology: Flawless AI, Nomalab, VizNet, and Zero One Creative.





Speaking engagements

Hear from AWS experts at sessions throughout IBC 2026.

Content Everywhere Stage 1, Hall 5 (5.G72)

SEPTEMBER 11 | 11:15 AM - 12:00 PM

How Agentic AI Is Redefining the Media Value Chain

Explore how agentic AI and multi-agent orchestration are reshaping content creation, media supply chains, distribution, and monetization.

[View session](#)



Chris Ziemer
Industry Leader,
Broadcasting & Streaming, AWS



Gareth Capon
CEO, Grabyo

Content Everywhere Stage 1, Hall 5 (5.G72)

SEPTEMBER 11 | 12:15 PM - 12:35 PM

Born in the Cloud: How Untold Studios Rebuilt the Creative Studio for the AI Era

Untold Studios was the first creative studio to go all in on the cloud, rebuilding its entire infrastructure on AWS from day one. Operating seamlessly across five global sites, the studio has scaled to deliver award-winning work with partners including Amazon MGM Studios—all while maintaining operational efficiency. Now building for the AI era, Untold is developing VFX AI solutions that enhance artist workflows without compromising what matters most: creativity and storytelling. This is the blueprint for the modern creative studio.

[View session](#)



Ben Moss
M&E Account Manager, AWS



Amaan Akram
CTO, Untold Studios





Speaking engagements

Hear from AWS experts at sessions throughout IBC 2026.

Future Tech Stage, Hall 14 (14.GB68)

SEPTEMBER 12 | 10:00 AM - 10:30 AM

Real-Time Hybrid Filmmaking: How Innovative Dreams Is Rewriting the Rules of Production

Real-time hybrid filmmaking - the convergence of performance capture, LED virtual production, and generative AI into a single unified pipeline - is fundamentally changing how stories get made. Adam Jones, Director of Production Technology and Innovation at Innovative Dreams, has been at the centre of this shift with recent productions including the hit series House of David and the theatrical release of Young Washington. In this fireside chat, Adam talks with Sean Wallitsch from AWS about what real-time hybrid filmmaking actually looks like on set: how blending live performance with virtual environments and AI-driven workflows collapses traditional production timelines, eliminates the handoffs between pre-production, production, and post, and gives creators the freedom to iterate in the moment rather than months later. A candid conversation about what actually changes on set, where the savings and speed really come from, and what he's excited to break next.



Sean Wallitsch
Senior Visual Compute Solutions
Architect, AWS



Adam Jones
Director of Production Technology
and Innovation, Innovative Dreams

[View session](#)





Speaking engagements

Hear from AWS experts at sessions throughout IBC 2026.

Content Everywhere Stage 1, Hall 5 (5.G72)

SEPTEMBER 12 | 11:15 AM - 11:35 AM

The Cloud Question Every Broadcaster Is Asking—BBC Found the Answer

As the production value chain evolves, media organizations are rethinking how and where content is created, managed, and delivered. But what is the real value of moving production workflows to the cloud? In this session, BBC shares the story behind its value analysis for production in the cloud—from the business drivers that sparked the initiative, to the methodology and approach the company used, through to the results and lessons learned along the way. Attendees will gain a practical, transparent view into how one of the world's leading broadcasters evaluated cloud's impact across the production lifecycle and what was discovered in the process.

[View session](#)



Ian Munford
Business Development Lead, AWS



Andy Corp
Head of Product, BBC

Content Everywhere Stage 1, Hall 5 (5.G72)

SEPTEMBER 12 | 12:45 PM - 1:30 PM

Beyond the Live Event: How Sports Content Is Expanding Fan Engagement

Dig into how sports organizations use data, AI, and digital platforms to maintain engagement before, during, and after live events.

[View session](#)



Nina Walsh
Global Leader, Business Development,
Media & Entertainment, Games,
Advertising & Sports, AWS



Paul Boustead
VP of Product Strategy, Dolby
OptiView





AWS Theater in the AWS booth

Hear from AWS technical leaders, AWS customers, and AWS Partners about how they are transforming media and entertainment with cloud and AI technologies.

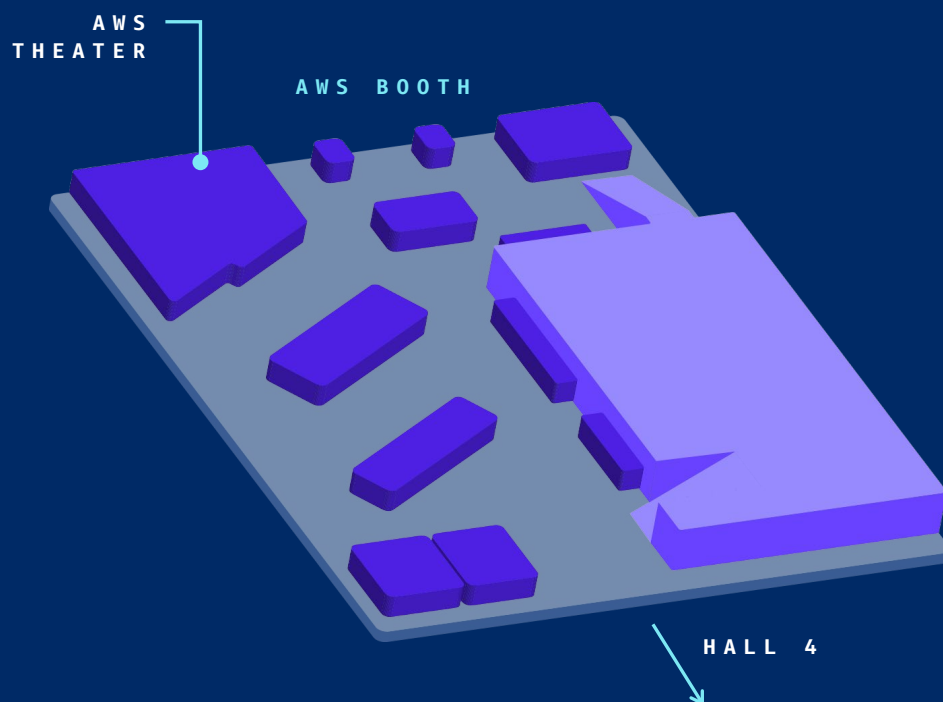
Sessions will cover key industry topics including agentic AI, content creation, video understanding, TAMS, live events at scale, intelligent observability, advertising operations, audience engagement, and more. These sessions are a great way to upskill on AWS solutions, generate new ideas, and accelerate adoption and deployment. No advanced registration required.

Find all the sessions on the AWS Theater schedule



AWS Theater

Location: AWS booth: Hall 5,
Booth 5.C90





Partner BOX Matchmaking Event

nhow Hotel

SEPTEMBER 10 | 12:00 PM - 6:00 PM

This event is an exclusive opportunity for AWS Partners in the MEGS industry who plan to be in Amsterdam for IBC 2026 to work collaboratively with AWS and the AWS Partner community. Connect with other partners that complement your business to develop full-stack ready-to-use solutions.

[Register now](#)

Women in Media & Technology Event

Apollo Hotel, Canal Room 1

SEPTEMBER 11 | 5:30 PM - 7:30 PM

Entertainment is no longer a passive, one-way broadcast; it's an interactive, multiplatform ecosystem shaped by real-time community, culture, and cloud scale. From hyper-personalized streaming feeds to instant sports highlights and deep multimodal video search, today's broadcast landscape demands infrastructure as dynamic as the audiences watching it.

This panel brings together leaders from across cloud architecture, global media operations, and sports organizations to explore how modern tech stacks are transforming raw footage into cultural momentum. We'll examine how cloud-native scale, contextual video understanding, and real-time distribution are enabling media brands to convert passive viewers into highly engaged, lifelong fanbases.

[Register now](#)





AI-Powered Creative Workflows on AWS

Amazon Entertainment Loft, Hall 4, Level 2, Room L103

SEPTEMBER 12 | 9:30 AM - 11:00 AM

Join us for an exclusive breakfast experience showcasing the future of AI-powered content creation. Start your morning with innovation, inspiration, and incredible connections. AWS Studios, Creators & Music team invites you and your customers to see AI-powered creative workflows firsthand—where cutting-edge AI technology meets creative storytelling.

This is an opportunity to explore the future of content creation by seeing demonstrations by the following studios and creators: Lunex, EngineLabs, fal AI, and Social Department.

[Register now](#)

AWS Elemental Networking Reception

AWS Booth, Hall 5, 5.C90

SEPTEMBER 13 | 5:00 PM - 6:00 PM

The media industry is at an inflection point. The media pipeline is no longer just about moving pixels — it's about extracting real-time intelligence from every frame, personalizing experiences at scale, and creating new revenue streams from data you already have.

Join AWS Elemental leaders and MEGS industry stakeholders for cocktails and conversations!

[Register now](#)





Customer Appreciation Event

The Boat House, RAI Strandzuid

SEPTEMBER 14 | 5:00 PM - 8:00 PM

After a week of innovation at IBC, join AWS and other media and entertainment leaders for a relaxed evening on the water. This is your opportunity to connect with peers and celebrate the excitement of the event—all in a canal-side setting.

Whether you're exploring how AI is transforming content workflows, scaling distribution to new platforms, or reimagining audience engagement, join us for networking and refreshments.

[Register now](#)



AWS main booth: Demos

CONTENT CREATION	
Automate ingest and accelerate dailies processing	Production processing pipelines built with on-premises hardware force a hard choice: over-provision for peak shoot days or accept backlogs on the days that matter most. This demo shows how connecting the workflow to the cloud changes that equation. Once camera originals are ingested to Amazon S3, AWS Deadline Cloud scales transcode and proxy rendering elastically, spinning up hundreds of workers on heavy shoot days and releasing them when the schedule eases. Because cloud compute is billed by the second, one machine running for 1,000 minutes costs the same as 1,000 machines running for one minute. Scaling out to clear a backlog adds no premium over processing sequentially. Finished dailies and proxies flow into the editor's system without manual handoffs, while media stays on Amazon S3 as the single source of truth. The result: Productions clear processing backlogs in minutes instead of hours, without paying for hardware that sits idle between shoots.
Build an AI-powered studio on AWS	The gap between a creative idea and a finished visual asset has always been measured in time: time to generate, time to review, and time to start over when the note comes back. This demo shows the latest capabilities of an AI-powered studio on AWS, where content creators generate, augment, and iterate on visual assets at unprecedented speed. Artists can utilize the best generative model for each task through one environment, backed by Amazon Bedrock, without rebuilding their pipeline each time a better model appears. By using an AI-powered studio on AWS, creative teams can reduce overall production timelines while keeping artists in control of creative decision-making.
Streamlining production workflows with agentic AI	From pre-production through distribution and marketing, film and TV teams spend significant hours on coordination work that does not add creatively to the final product. This demo shows how agentic AI gives those hours back. Purpose-built AI tools address the most repetitive bottlenecks across talent management, production planning, social content, and AI tool selection, automating undifferentiated coordination work that distracts from more impactful work across the production. Each capability targets a specific category of manual effort across the production lifecycle. The result: Productions move faster, with fewer handoffs, less friction, and more time for the creative decisions that only people can make.
Studio operations intelligence: from engineer to editor	In fast-moving production environments, engineering, production, and editorial teams often rely on separate tools and disconnected views, making it harder to stay aligned, spot issues early, and keep projects on track. This demonstration shows how AI-powered assistants bring everyone onto the same page through a single conversational interface, applied across three distinct user stories: engineering support querying instance health, scaling events, and cost allocation on demand; a non-technical producer asking natural language questions about environment status, schedules, and budget; and editors getting contextual guidance on troubleshooting and workflow optimization. Each user gets data-driven insights relevant to their responsibilities, enabling faster and more confident decision-making. The outcome: Studios gain production operations visibility across technical and non-technical stakeholders, optimizing costs and timelines while reducing risk.
MEDIA LIFECYCLE MANAGEMENT	
Agentic AI rights and contracts analysis	Every day a title sits in rights limbo is a day of lost revenue. For broadcasters and streamers managing deep catalogs, confirming "clear to air" means manual contract review, cross-functional coordination, and legal bottlenecks that delay distribution. This demo shows an agentic AI architecture powered by Amazon Bedrock that reads complex licensing agreements; extracts territory, window, and exclusivity clauses; and cross-references them against distribution plans in real time. The agent surfaces conflicts and recommends clearance paths while preserving human editorial control for nuanced judgment calls. Rights clearance processes that previously took weeks now resolve in minutes, proven at scale with Condé Nast.
Agentic promo compilation, localization, and reframing	Rightsholders of live events and deep archives need highlight reels in every language, for every platform, faster than any manual team can cut them. This agentic workflow ingests content from an archive or a live event still in progress and automatically identifies key moments worth cutting into a reel. A producer can review and approve the selection, then the workflow takes over: intelligent reframing to vertical and platform-native aspect ratios using AWS Elemental Inference, commentary generation in six languages with Amazon Bedrock, voiceover using synthetic or cloned voices, and automated packaging of every version for delivery with AWS Elemental MediaConvert. A second approval gate ensures editorial oversight before publishing to a CMS, Media Lake on AWS, or other distribution endpoint. Drawing on implementations with Sinclair, this demo shows how content owners can reach every audience on every screen, while editors retain full editorial control and turnaround drops from days to minutes.





AWS main booth: Demos

MEDIA LIFECYCLE MANAGEMENT

AI-driven archive migration

Broadcasters and content owners hold vast archives locked on aging tape, on-premises MAMs, and regional silos. Buried within those archive shelves are rights-cleared assets that could be earning revenue today if anyone could find them. This demo walks you through the end-to-end fix as a single guided journey. An interactive chatbot builds your business case, estimates what the archive costs today, and shows you both how to optimize cloud storage and what revenue migration could unlock. Next, a governance dashboard takes over, orchestrating the migration of tens of thousands of files, giving you live visibility into throughput, completion forecasts, and emerging risks. Finally, an agentic workflow links your assets against a metadata repository and adds content understanding that opens up new revenue opportunities by making it easy to create shorts, promos, and other derivative content. Walk away with a clear business case: lower storage cost, no more physical media risk, and a measurable path from dormant archive to active monetization.

Intelligent quality control with agentic AI

A single compliance failure or undetected artifact can mean pulled content, regulatory fines, or viewer churn. For operations teams managing hundreds of assets per day, manual quality control cannot scale without either slowing delivery or accepting risk. This demo introduces an agentic quality control workflow powered by Amazon Bedrock that inspects output files against broadcast and streaming specifications in near real time. The agent identifies audio/video sync drift, compression artifacts, standards violations, and metadata gaps, then triages findings by severity. Human reviewers receive a ranked exception list with recommended fixes rather than a raw error log. The outcome: faster delivery cycles, fewer post-transmission defects, and quality control teams that can focus on decisions, not detection.

Media Lake on AWS: one catalog for every content stage

Media teams run disparate systems for each stage of the lifecycle—ingest, versioning, enrichment, search, transformation, and distribution. Teams spend more time reconciling these systems than actually working with the content itself. The Guidance for a Media Lake on AWS replaces that fragmentation with a single catalog that spans every stage of the content lifecycle. The media lake registers files where they already live, treating each one as a logical asset with its variants and components. Analysis, content understanding, search, transformation, and creation all happen against the catalog. Metadata is versioned, schema-defined, and human-reviewed when confidence is low—promoted or rolled back, never overwritten. A knowledge graph provides full lineage: Trace any clip to its source, processing run, and the model behind each value. One catalog. Full lineage. One governed view from ingest to delivery.

MULTIPLATFORM DISTRIBUTION

AI-accelerated smart stories for news

Newsrooms produce stories for more platforms than ever, yet their tools remain disconnected: Producers copy metadata between systems and manually verify sources under deadline pressure, risking brand integrity with every shortcut. Industry pressure is dissolving the divide between media and editorial teams—a convergence that becomes an opportunity when workflows share a common thread of data. This demo shows how live feeds land in TAMS, an open source, frame-addressable media store, where agentic AI orchestrated using Amazon Bedrock AgentCore transcribes, indexes, enriches, and verifies footage in near real time, cross-referencing claims and surfacing confidence scores. From a single verified source, the system assembles multiple outputs—a social clip, a bulletin package, and editorial copy—each with signed provenance. The journalist stays in control throughout, accelerated by the technology rather than replaced by it to create one verified story that can be published in multiple formats.

AI-driven archive monetization and channel origination

Linear channels still run on rigid, hardware-bound playout that demands manual scheduling and constant staffing, and launching a new channel takes months. This demonstration reimagines playout as a cloud-native, AI-driven operation built on TAMS as an open media lake. This enables broadcasters to discover archive content through transparent enrichment, scene detection, and automated localization. They can then create channels, add content, and deliver localized feeds to partners on demand. A conversational agent reads audience demand and proposes channels the operator approves in a click, while AWS Elemental MediaTailor assembles rights-compliant linear feeds automatically. The result: Operations teams launch and localize channels in a fraction of the usual time, freeing staff from manual scheduling and reaching new audiences faster.

Intelligent agentic operations for broadcast and streaming events

Live events like sports, award shows, and breaking news demand flawless technical performance, but identifying and resolving issues across complex broadcast and streaming workflows is challenging under time pressure. Broadcast and streaming engineers can accelerate troubleshooting and ensure optimal performance throughout events by applying agentic AI across the full signal chain. Using Amazon Bedrock AgentCore and AWS Strands SDK, this demonstration shows how specialized AI agents transform media operations to identify root causes of technical issues end-to-end across broadcast and OTT workflows. Using AI assistants, Amazon Kiro, and Amazon Quick, and integrating observability data from AWS Media Services; CMCD video player data; and streaming analytics from AWS Partners, Mux, Hydrolix, and TAG Video Systems, teams can achieve full-chain observability from contribution to distribution. This demonstration shows how to achieve faster root cause identification, reduce incident response time, and ensure high-quality experiences that keep subscribers engaged when it matters most.





AWS main booth: Demos

MULTIPLATFORM DISTRIBUTION

Multi-vendor live production on AWS using MXL

The broadcast industry's move to software-defined production requires interoperability through a shared media exchange layer rather than standardizing applications or creating a universal API. This demo delivers that model. A complete multi-camera sports production control room (PCR) runs live on AWS, with independently developed applications via AWS Partners for vision mixing, replay, audio, and graphics exchanging uncompressed media over the Media eXchange Layer (MXL) v1.0.0, the open source specification published in March 2026. MXL's shared memory transport delivers sub-millisecond latency with no generation loss. This demonstration showcases how a multi-vendor approach using one open standard can deliver broadcast production quality at low latency.

Near-live highlights with AWS Elemental Inference

Broadcasters now publish live content to more platforms than ever—TikTok, Reels, Shorts, linear—each demanding its own format and editorial angle. Manual workflows simply cannot keep pace. This demo shows how AWS Elemental Inference integrated with AWS Elemental MediaLive runs AI in parallel with encoding to deliver publish-ready content within seconds. Intelligent reframing transforms a single live feed into vertical, captioned, and clipped formats automatically. New contextual metadata capabilities—shot detection, transcription, and content tagging—power a clipping interface where editorial teams navigate hours of content in seconds. An agentic workflow built on Amazon Bedrock recommends highlight selections from natural language prompts with no ML expertise required. The content is prepped for every format and every platform, while the event is still live.

Personalizing the viewing experience at broadcast scale

Streaming platforms compete less on catalog size now and more on whether each session feels made for the person watching. This demonstration shows contextually aware streaming that reshapes recommendations, user interface (UI), and experience in real time based on audience interactions with live content. Amazon Bedrock AgentCore orchestrates a multi-agent workflow, including a video highlight agent, while Amazon Personalize drives audience segmentation and recommendations. AWS Elemental Inference powers automated sports highlight detection, surfacing key moments from live content as they happen. Attendees will see how streaming platforms move beyond volume to relevance, lifting engagement and retention by meeting viewers with an experience that adapts to their preferences.

Power live fan experiences with a sports data platform

A sports live stream is no longer a single viewing experience. Today's fans engage through multiple dimensions simultaneously—immersive 3D match reconstructions, gamification layers, enhanced statistical overlays, AI-powered companions, and contextual commerce. These experiences are driven by data, and AI has accelerated both their creation and orchestration. This demo shows the platform that powers them. A real-time sports data pipeline ingests low-latency player tracking; processes it through ML models to produce match facts, event data, and tactical intelligence; and then orchestrates downstream experiences through event-driven architecture and agentic AI. Built on AWS with Amazon SageMaker for inference and Amazon Bedrock for contextual intelligence, one platform serves every screen: broadcast overlays, mobile apps, streaming experiences, and interactive participation.

Reinventing linear contribution and distribution on AWS

As broadcasters increasingly move to IP-based distribution, the need to manage and control live linear feeds across global networks becomes critical. This demonstration shows how AWS Elemental MediaConnect Router receives and manages live and linear feeds from global contributors, through both a custom-built frontend UI and a native Console UI. It also highlights monitoring and automated alerting capabilities powered by TAG Video Systems, alongside virtual headend capabilities with the Zixi ZEN Master solution, supporting SCTE-224 and virtual Integrated Receiver Decoder (IRD) features. We will also be showing how live contribution feeds can be ingested into a TAMS store and played out directly using the BCNEXXT playout solution. Together, these give customers a clear path to manage their entire terrestrial distribution and linear routing in AWS, with the flexibility to scale across regions and reduce reliance on rigid, high-cost legacy infrastructure. There are many ways customers can implement this workflow. A real-world use case is Thomson Reuters, where the MCR/TV Solutions team distributes live content (N+ Lives) over IP, demonstrating how Reuters live feeds flow in as contribution and are routed out as linear distribution, delivering cloud-native routing at a lower cost and higher flexibility.

REVENUE GENERATION

Agent-powered ad sales: from manual workflow to conversational commerce

Direct-sold advertising commands premium CPMs, but the sales process is manual, slow, and engineering-dependent. Campaign setup, creative review, and inventory allocation still require human handoffs at every stage. This demo shows how AI agents built on Amazon Bedrock automate the direct sales workflow for publishers running Prebid Server without replacing your team or locking you into proprietary platforms. A Prebid Sales Agent handles campaign management, product ranking, and creative policy review through natural language, giving sales teams an agent-accessible interface to premium inventory. The agents communicate over open protocols, connecting demand- and supply-side systems without vendor lock-in. The result: faster deal execution, fewer manual touchpoints, and direct-sold revenue captured at the speed of programmatic.





AWS main booth: Demos

REVENUE GENERATION

Agentic yield management for prebid

Publisher ad-ops teams leave yield on the table because bidder configurations and price floors are locked in code, requiring engineering tickets for every change. This demo puts control back in business hands. AI agents built on Amazon Bedrock let ad-ops users manage Prebid Server bidder settings and price floors through natural language, with every change governed and auditable. AWS RTB Fabric analyzes bid-stream data in real time, surfacing optimization signals and dynamically shaping traffic to maximize fill and CPM. Built on the open source Prebid stack with no vendor lock-in, the solution is designed for broadcasters, digital publishers, and streaming platforms seeking incremental programmatic revenue without incremental engineering cost.

AI-powered brand sponsorship measurement for live broadcasts

Sponsorship renewals depend on proof of delivery, yet most rights holders wait weeks for manual audits. This demo processes a live sports broadcast using Amazon Bedrock Data Automation and Amazon Bedrock foundation models for logo detection, OCR, and brand recognition, storing results in an Amazon S3 Tables-backed data lake. Every sponsor is ranked by Share of Voice with video evidence and on-screen overlays proving where and when each brand appeared, broken down by inventory type. Amazon QuickSight lets sponsorship teams query results in natural language. Walk into renewals with same-day proof, no manual audits or preconfigured brand lists.

Intelligent ad breaks for live sports with AWS Elemental Inference

Ad placement in live sports is still a manual job. This demo makes it fully automated. AWS Elemental Inference generates real-time contextual metadata from the live feed—scenes, actions, and speech—as it happens. The operator writes the ad strategy once, in plain language, and Amazon Bedrock turns it into rules. From that point, no human is needed: The engine matches the live metadata against the rules and triggers each ad automatically, at the right moment and in the right format.

Modernize advertising operations with open data architectures

Broadcasters and streaming platforms sit on mountains of first-party audience data but struggle to activate it for revenue. Fragmented profiles, siloed viewing signals, and opaque churn patterns leave CPMs and fill rates on the table. This demo shows how an open data architecture built on Amazon S3 and Amazon Bedrock unifies customer profiles, segments audiences by behavior, and models retention risk. Amazon QuickSight serves as the conversational analytics layer, letting content and revenue strategists ask natural language questions about their audiences. A CDP or clean-room partner owns the customer-facing activation, while AWS provides the scalable, open foundation. The result: higher yield, addressable ad revenue, and data-driven programming decisions.

Monetize AI-crawler traffic with intelligent bot control

AI crawlers now generate more traffic than human visitors on many publisher sites, yet that traffic produces zero revenue and inflates infrastructure costs. This demo shows how publishers can take back control. AWS WAF Bot Control identifies and classifies AI-crawler traffic in real time, giving publishers granular control over which bots access their content and under what terms. The demo layers a licensing and pay-per-crawl monetization framework on top of WAF signals, enabling publishers to charge for authorized AI training access while blocking unmonetized scraping. The result: a net-new revenue stream from web traffic that previously hasn't been monetizable, with content protection enforced automatically.

BUILDER ZONE

Live contextual advertising using AWS Elemental Inference

Third-party cookies are disappearing and audience-level targeting is losing signal, but advertisers still need to reach the right viewer at the right moment—and the most powerful signal was in the content all along. Elemental Inference turns live video streams into actionable, monetizable moments in near real time with contextual ad decisioning tied to what's happening on-screen. Contextual targeting is achieved in near real time: no cookies, no PII, no post-production delay. For live sports, serve a sponsor creative the instant a star player scores—matched by moment type, player, and excitement level. For live news, identify and monetize brand-safe ad breaks that won't conflict with sensitive on-screen content.

Dynamic multiview for the next generation of live video

Audiences today expect to choose their own experience, picking camera angles, isolating player feeds, or switching between commentary tracks in real time. But delivering multiview experiences has traditionally meant duplicating packaging pipelines for every permutation, resulting in increased costs and operational complexity. In this demo, see how AWS Elemental MediaPackage enables Dynamic Multiview experiences from a single packaging endpoint. Passing view-selection parameters directly in the playback URL enables MediaPackage to dynamically assemble the right combination of video, audio, and metadata tracks at request time—no prepackaged variants, no player-side SDKs, no proprietary extensions.

Seamless ad monetization for creator-driven video

Creator-driven video is one of the fastest-growing segments in media, but monetizing hours of content into advertising revenue remains a challenge. Unpredictable stream lengths, variable video quality, and the sheer volume of concurrent creators make traditional ad insertion approaches difficult to scale. In this demo, see how to build a complete monetization pipeline using Amazon Interactive Video Service (IVS) and AWS Elemental MediaTailor that lets creators go live with minimal setup while delivering broadcast-quality, personalized ad experiences with no buffering, client-side complexity, or disruption to the viewing experience.





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[Learn more](#)