

AWS Elemental MediaTailor



AWS Elemental MediaTailor

Easily personalize and monetize video content with server-side ad insertion

AWS Elemental MediaTailor lets video providers insert individually targeted advertising into their video streams without sacrificing broadcast-level quality-of-service. With AWS Elemental MediaTailor, viewers of your live or on-demand video each receive a stream that combines your content with ads personalized to them. But unlike other personalized ad solutions, with AWS Elemental MediaTailor your entire stream - video and ads - is delivered with broadcast-grade video quality to improve the experience for your viewers. AWS Elemental MediaTailor delivers automated reporting based on both client and server-side ad delivery metrics, making it easy to accurately measure ad impressions and viewer behavior. You can easily monetize unexpected high-demand viewing events with no up-front costs using AWS Elemental MediaTailor. It also improves ad delivery rates, helping you make more money from every video, and it works with a wider variety of content delivery networks, ad decision servers, and client devices.