AWS Elemental MediaTailor Pricing

For AWS Elemental MediaTailor Ad Insertion, you are charged based on the number of ads inserted into your video streams. If you use the integrated ad transcoding capabilities at a rate of more than 10 transcodes per 1000 ad insertions, there will be charges for the additional Ad Transcodes.

For MediaTailor Channel Assembly, you pay an hourly rate for a running linear channel. Pricing will differ depending on whether basic or standard channels are created. A basic channel is limited to scheduling only video-on-demand (VOD) content and a standard channel can schedule both VOD and live sources. The duration of each running channel is rounded up to the nearest minute.

You will incur Ad Delivery charges when ad segments, personalized manifests, or channel assembly manifests from MediaTailor are delivered over the internet or via a CDN like Amazon CloudFront.

There are no upfront costs or minimum fees.

AWS Pricing Calculator

Calculate your AWS Elemental MediaTailor and architecture cost in a single estimate.

Create your custom estimate now »

Ad Insertion Pricing

Cost per thousand ad insertions/month

Region:
US East (N. Virginia)

	Price
VOD	$0.25 per 1000 ad insertions
Live	$0.50 per 1000 ad insertions

Ad Transcode Pricing

In order to match the video quality of the ad content to the main program, AWS Elemental MediaTailor provides on-the-fly transcoding of the ad content using AWS Elemental MediaConvert. 10 unique ads can be transcoded per thousand ad insertions without incurring additional cost. Additional ad transcodes are charged at the on-demand basic tier rates for MediaConvert usage.

For example, the rates for transcoded output for US East (N Virginia) are $0.0075 per minute for SD, $0.015 per minute for HD, and $0.003 per minute for audio only content.

For more details, visit the AWS Elemental MediaConvert pricing page.

Channel Assembly Pricing

A basic channel is limited to scheduling only video-on-demand (VOD) content and a standard channel can schedule both VOD and live sources.

Cost per hour of a running channel

Region:
US East (N. Virginia)

Channel Type	Price
Basic	$0.10 per hour
Standard	$0.35 per hour

Ad Delivery Pricing

You incur charges when you deliver ad segments and personalized manifests to destinations over the internet or via a CDN including Amazon CloudFront.

We always recommend that you use a CDN like Amazon CloudFront with AWS Elemental MediaTailor, as CloudFront caches ad and content segments for more efficient delivery to end viewers. This improves performance and will lower your costs by reducing the volume of ads originated from MediaTailor.

Region:
Europe (London)

	Pricing
Ad Delivery OUT From AWS Elemental MediaTailor To Internet	
First 10 TB / Month	$0.09 per GB
Next 40 TB / Month	$0.085 per GB
Next 100 TB / Month	$0.07 per GB
Greater than 150 TB / Month	$0.05 per GB

Logs Pricing

MediaTailor provides configurable log delivery for ad insertion events to Amazon CloudWatch, Amazon S3, or Amazon Data Firehose. For every ad insertion, you get 50 KB included log data delivery at no cost, which is designed to cover the log delivery cost in most use cases.

Included log data delivery: 50 KB per ad inserted

For example, if you insert 5 million ads you would get 250,000,000 KB (250 GB) of log data delivery without any additional cost. Any log delivery beyond the included usage is charged based on the total volume of log data generated, before applying the 50 KB per ad insertion credit.

Data Ingested	Delivery to CloudWatch Logs Standard	Delivery to Data Firehose	Delivery to CloudWatch Logs Infrequent Access	Delivery to S3
First 10TB per month	$0.50 per GB	$0.25 per GB	$0.25 per GB	$0.25 per GB
Next 20TB per month	$0.25 per GB	$0.15 per GB	$0.15 per GB	$0.15 per GB
Next 20TB per month	$0.10 per GB	$0.075 per GB	$0.075 per GB	$0.075 per GB
Over 50TB per month	$0.05 per GB	$0.05 per GB	$0.05 per GB	$0.05 per GB

Pricing Examples

Example 1: Ad Insertion | Example 2: Ad Transcodes | Example 3: Channel Assembly | Example 4: Logs

For live ad insertion, if there are 1,000 viewers watching a live stream that has 3 ad breaks, each containing 5 separate ads, this would result in a total of 15,000 ad insertions and would cost $7.50 in the US East (N. Virginia) Region.

3 ad break * 5 ads = 15 ads
15 ads * 1,000 viewers = 15,000 ad insertions
15,000 ad insertions * $0.50 per 1000 ad insertions = $7.50

For VOD ad insertion, if there are 100,000 collective minutes viewed across a video on demand catalog with an average of 1 ad insertion per 5 minutes of streamed content, this would result in 20,000 ad insertions and would cost $5.00 in the US East (N. Virginia) Region.

100,000 minutes streamed / 5 minutes = 20,000 VOD ad insertions
20,000 ad insertions * $0.25 per 1000 ad insertions = $5.00

Total cost running the US East (N. Virginia) region:

15,000 live ad insertions * $0.50 per 1000 live ad insertions = $7.50
20,000 vod ad insertions * $0.25 per 1000 VOD ad insertions = $5.00

$7.50 + $5.00 = $12.50

In this scenario, up to 350 ad creatives are included in the transcoding pricing without additional charges.

Have questions?

Contact us

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