Amazon Rekognition pricing

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With Amazon Rekognition there are no minimum usage or setup fees and you only pay what you use. Learn more about the following:

- Amazon Rekognition Image pricing
- Amazon Rekognition Video pricing
- Amazon Rekognition Custom Labels pricing
- Amazon Rekognition Face Liveness pricing
- Amazon Rekognition Content Moderation pricing

AWS Pricing Calculator

Estimate your monthly bill for Amazon Rekognition and other AWS services and usage in a single estimate.

Create your custom estimate now >

Amazon Rekognition Image pricing

Amazon Rekognition Image lets you easily build powerful applications to search, verify, and organize millions of images at scale. Rekognition Image is an image recognition service that detects objects, scenes, and text in images. It also provides highly accurate facial analysis and facial search capabilities that you can use to detect, analyze, and compare faces for a wide variety of user verification, people counting, and public safety use cases. To learn more about the AWS Free Tier, see AWS Free Tier.

Image analysis

Amazon Rekognition Image charges you per each API you analyze or image you store. Pricing is tiered (the price per image goes down as you process more images each month) and varies depending on the API you use. Refer to the following table for pricing examples.

Note: If you store face vectors in Amazon Rekognition and you are not using the latest face detection model (version 4 or higher), you will be charged at the rates for Face Vectors (Stored) in the following table. For more information about face detection model versions, see Model versioning. When image filtering is called together with GENERAL_LABEL input parameter, you will be charged at the rates for Face Vectors (Stored) in the following table.

Face metadata storage

Region	
Asia-Pacific (Mumbai)	

Feature	Pricing
Face Metric Storage	$0.00001 hourly metering per record*
Face Vector Storage	$0.00001 hourly metering per record*

*Storage charges are applied monthly and are pro-rated for partial months.

Pricing examples

Pricing example 1 - Face card detection

Card scanners and cashiers analyze 2 million images a month to match the expected face identities. You use Amazon Rekognition Image to detect faces in images.

Total number of images processed per month: 2 million images

Cost of processing 2 million images with Face detection: $2 million

Cost type	Pricing	Image cost
First 1 million images	$0.0010 per image	1,000,000 images x $0.0010/image = $1,000
Next 1 million images	$0.0008 per image	1,000,000 images x $0.0008/image = $800
		Total: $1,800

Pricing example 2 - Label detection and image properties

Let's assume your application analyzes 1 million images a month to find out if people wear helmets and image properties with color. You use Amazon Rekognition Detect Labels with Image Properties (GENERAL_LABELS and IMAGE_PROPERTIES) to perform these analyses.

Total number of images processed per month: 1 million images

- 1 million Detect Labels API (GENERAL_LABEL input parameter)
- 1 million Detect Image Properties (IMAGE_PROPERTIES input parameter)

Here are your calculations as follows:

Cost type	Pricing	Image cost
Detect Labels API (GENERAL_LABEL)	First 1 million images	1,000,000 images x $0.0010 per image = $1,000
Image Properties	First 1 million images	1,000,000 images x $0.0010 per image = $1,000
		Total: $2,000

Pricing example 3 - Analyze IDs and face search

Let's assume that your application analyzes 2 million images using Detect Faces API. Thereafter, a few users search, your users collect each of 1 million faces using Index Faces API, so 500,000 face persisted in your collection. You search against your collection of 500,000 faces 1 million times a month.

Total number of images processed with Step 1: 2 Pre-Verifications, Detect Faces, Face Comparisons, 2 IDs Analysis

Total number of faces persisted with Step 2: 500,000 Indexed Faces (1 million)

Cost of processing 2 million images with Detect Faces API:

Cost type	Pricing	Image cost
First 1 million images	$0.0010 per image	1,000,000 images x $0.0010/image = $1,000
Next 1 million images	$0.0008 per image	1,000,000 images x $0.0008/image = $800
		Total: $1,800

Cost of 1 million face vector storage = 1 million Face Vectors (30,000/Month) stored per month = 500,000 Face vectors / 30,000/Month Face vectors per month = 17 months

Cost of processing 1 million images with Search API:

Cost type	Pricing	Image cost
First 1 million images	$0.0010 per image	1,000,000 images x $0.0010/image = $1,000
Next 1 million images	$0.0008 per image	1,000,000 images x $0.0008/image = $800
Next 18 million images	$0.0006 per image	18,000,000 images x $0.0006/image = $10,800
Next 12 million images	$0.0004 per image	12,000,000 images x $0.0004/image = $4,800
		Total: $18,400

Total cost = $1,800 + $18,400 = $20,200

Pricing example 4 - Multiple APIs

Let's assume that your application analyzes 1 million images a month. After that, in the same month, you perform 30 million user searches in the collection you created in Example 3 above. Your total number of images processed with Step 1 and Step 2 is 31 million images.

In this example, you file two 12 months Reserved Capacity units (RCUs) and you want to calculate the TCO and cost of ownership. Let's assume that you want to store 1 million face vectors for 1 month. Your total number of face vectors stored per month is 1 million face vectors.

Total number of image processed with API in Group 1 Detect Faces, Search Faces, Face Comparison: 31 million

Cost of processing 31 million images with Group 1 APIs (Detect and Search APIs):

Cost type	Pricing	Image cost
First 1 million images	$0.0010 per image	1,000,000 images x $0.0010/image = $1,000
Next 1 million images	$0.0008 per image	1,000,000 images x $0.0008/image = $800
Next 29 million images	$0.0006 per image	29,000,000 images x $0.0006/image = $17,400
		Total: $19,200

Cost of 1 face vector storage = 1 million Face Vectors (30,000/Month) stored per month = 1 million face vectors / 30,000/Month Face vectors per month = 33 months

Cost of processing 1 million images with Group 2 APIs:

Cost type	Pricing	Image cost
First 1 million images	$0.0010 per image	1,000,000 images x $0.0010/image = $1,000
Next 1 million images	$0.0008 per image	1,000,000 images x $0.0008/image = $800
Next 18 million images	$0.0006 per image	18,000,000 images x $0.0006/image = $10,800
Next 12 million images	$0.0004 per image	12,000,000 images x $0.0004/image = $4,800
		Total: $17,400

Total cost = $19,200 + $17,400 = $36,600

Pricing example 5 - Multiple APIs

Let's assume that your application analyzes 1 million images a month. After that, in the same month, you perform 30 million user searches in the collection you created in Example 3 above. Your total number of images processed with Step 1 and Step 2 is 31 million images.

In this example, you file two 12 months Reserved Capacity units (RCUs) and you want to calculate the TCO and cost of ownership. Let's assume that you want to store 1 million face vectors for 1 month. Your total number of face vectors stored per month is 1 million face vectors.

Total number of image processed with API in Group 1 Detect Faces, Search Faces, Face Comparison: 31 million

Cost of processing 31 million images with Group 1 APIs (Detect and Search APIs):

Cost type	Pricing	Image cost
First 1 million images	$0.0010 per image	1,000,000 images x $0.0010/image = $1,000
Next 1 million images	$0.0008 per image	1,000,000 images x $0.0008/image = $800
Next 29 million images	$0.0006 per image	29,000,000 images x $0.0006/image = $17,400
		Total: $19,200

Cost of 1 face vector storage = 1 million Face Vectors (30,000/Month) stored per month = 33 months

Cost of processing 1 million images with Group 2 APIs:

Cost type	Pricing	Image cost
First 1 million images	$0.0010 per image	1,000,000 images x $0.0010/image = $1,000
Next 1 million images	$0.0008 per image	1,000,000 images x $0.0008/image = $800
Next 18 million images	$0.0006 per image	18,000,000 images x $0.0006/image = $10,800
Next 12 million images	$0.0004 per image	12,000,000 images x $0.0004/image = $4,800
		Total: $17,400

Total cost = $19,200 + $17,400 = $36,600

Amazon Rekognition Video pricing

Amazon Rekognition Video supports both stored video analysis and streaming video analysis. With Amazon Rekognition Video, you pay only for the APIs you use. There are no minimum fees or upfront commitments.

Amazon Rekognition Video stored video analysis pricing is based on the minutes of video that is analyzed. Pricing is tiered (the price per minute goes down as you process more minutes each month) and varies depending on the API you use. For example, if you call Label Detection on 10 minutes of video and Face Detection on 10 minutes of video, you would be charged for 10 minutes for Label Detection and 10 minutes for Face Detection.

Amazon Rekognition Video streaming video analysis pricing is based on the number of minutes of video that is analyzed. You pay only for the minutes of video you send for analysis. Charges are not applied monthly, and are pro-rated by seconds.

Pricing tables

Streaming video events

Region	
Asia-Pacific (Mumbai)	

Stored video analysis

Region	
Asia-Pacific (Mumbai)	

Media analysis

Storage	
Feature	Pricing
Face Metadata Storage	$0.00001 hourly metering per record**

**Storage charges are applied monthly and are pro-rated for partial months.

Free Tier

As part of the AWS Free Tier, you can get started with Amazon Rekognition Video at no cost. Specifically, the Free Tier includes the first 1,000 minutes of stored video analysis and 1,000 minutes of streaming video analysis per month for the first 12 months you use Amazon Rekognition Video. For more information about the Free Tier, see AWS Free Tier.

Pricing examples

Streaming video events

Example 1 - Connected home camera processing real-time analysis of streaming video, and package detection

Let's assume you are a connected home camera provider and have 1,000 users. Each user has four cameras in their home that streams video when it detects motion. Let's assume that each camera sends motion-based video streams for 10 minutes each day. Your total video streaming minutes per month is 1,000 users x 4 cameras x 10 minutes x 30 days = 1,200,000 minutes.

Monthly charges

Let's assume that you use Label Detection and Face Search APIs. Each month, Label Detection API processes 20 minutes of video to processed, and Face Detection API processes 10 minutes of video to processed. Your total charges per month are as follows:

Total number of minutes video processed with Label Detection = 20 minutes * 30 months minutes per camera per day *30 days in a month / 60 = 20 minutes of video processed per user per month.

Total number of minutes video processed with Face Search = 10 minutes * 30 months minutes per camera per day *30 days in a month / 60 = 10 minutes of video processed per user per month.

Total number of minutes video processed for 1000 users = 20 + 10 = 30 minutes * 1000 users = 30,000 minutes

Feature	Pricing	Image cost
Label Detection	$0.0850 / min	30,000 minutes per month * $0.0850 / min = $2550.00 (ongoing)

Example 2 - Video monitoring service for a building using Amazon Rekognition streaming video events for person detection

Let's assume you provide professional video monitoring services for customers building with 1,000 cameras. Each of these cameras are streaming video to Rekognition for 1% of the time and you want to detect people in the video. Your total video streaming minutes per month is 1,000 cameras x 1% x 30 days x 24 hours x 60 minutes = 432,000 minutes.

Monthly charges

Let's assume that you use Label Detection and Face Search APIs. Each month, Label Detection API processes 10 minutes of video to processed, and Face Detection API processes 5 minutes of video to processed. Your total charges per month are as follows:

Total number of minutes video processed with Label Detection = 10 minutes * 30 months minutes per camera per day *30 days in a month / 60 = 10 minutes of video processed per user per month.

Total number of minutes video processed with Face Search = 5 minutes * 30 months minutes per camera per day *30 days in a month / 60 = 5 minutes of video processed per user per month.

Total number of minutes video processed for 1000 cameras = 10 + 5 = 15 minutes * 1000 cameras = 15,000 minutes

Feature	Pricing	Image cost
Label Detection	$0.1000 / min	15,000 minutes per month * $0.1000 / min = $1,500.00 (ongoing)

Stored video analysis

Example 1 - Label Detection, Face Detection, and Content Moderation through stored video analysis

Let's assume you provide a web application service. 100,000 minutes of video are stored in Amazon S3 and Label Detection, and Face Detection, and Content Moderation through stored Rekognition in the first month. API Request

Feature	Pricing	Image cost
Label Detection	$0.1000 / min	100,000 minutes per month * $0.1000 / min = $10,000.00 (ongoing)
Face Detection	$0.1000 / min	100,000 minutes per month * $0.1000 / min = $10,000.00 (ongoing)
Content Moderation	$0.1000 / min	100,000 minutes per month * $0.1000 / min = $10,000.00 (ongoing)

Amazon Rekognition Custom Labels pricing

With Amazon Rekognition Custom Labels, you can identify the objects and scenes in images that are specific to your business needs. When using Rekognition Custom Labels, there are two types of costs:

Training hours

Training hours are the number of hours it takes to train your model. Amazon Rekognition Custom Labels provides automated machine learning, which automatically loads and inspects your data, selects the right machine learning algorithms, trains a model, and provides model performance metrics. You are charged for the number of hours it takes to train your model until it reaches the minimum quality bar. Training times can vary from minutes to hours. Model training can fail if the images are not formatted correctly or if they don't meet certain criteria. You are not charged for training failures. Rekognition Custom Labels also provides an optional feature to improve your model by providing feedback on predictions made by your model during training. Model training can take longer if you choose to provide feedback.

Inference hours

Inference hours are the number of hours it takes to provision a model so it is ready to make predictions. You are charged for the number of hours your model is provisioned to make predictions, even if you are not making any predictions during that time. To stop incurring charges, you can stop the model when you are not using it. You can restart the model when you need it to start making predictions again. To learn how to start and stop a model, see Starting a model. To learn how to view the number of hours billed for inference while a model is running, see Inference hours billed.

Free Tier

If you haven't yet created an AWS account, you can get started with Amazon Rekognition Custom Labels for free. The Free Tier starts from the date of account creation and includes 3 free training hours and 4 free inference hours per month. Free inference hours per month.

During the Tier, for 3600, min. Rekognition Custom Labels will be running at $1.0/hr AWS Free Tier. Terms and conditions apply. Amazon Rekognition Custom Labels will be running at $4.0/hr AWS Free Tier. Terms and conditions apply. Amazon Rekognition Custom Labels will be running at $4.0/hr AWS Free Tier. Terms and conditions apply. To learn more about the AWS Free Tier, see AWS Free Tier.

Important note: If you store face vectors in Amazon Rekognition and you are not using the latest face detection model (version 4 or higher), you will be charged at the rates for Face Vectors (Stored) in the following table. For more information about face detection model versions, see Model versioning. When image filtering is called together with GENERAL_LABEL input parameter, you will be charged at the rates for Face Vectors (Stored) in the following table.

Pricing table

Region	
Asia-Pacific (Mumbai)	

Pricing examples

Pricing example 1 - Image labeling for a website

Let's say you are an online content website and would like to label 10 words for each content to search and sort properly. You have identified several relevant labels different Tshirt, Sweatshirt, Jeans, Shoes, Dress, Skirt, Shorts, Jacket, Hat, Bag, Watch, Sunglasses, Scarf, Belt, and Jewelry. You want to create a model that can help them to find and sort your content based on the relevant labels. You have a total of 20 hours of training data and you want to train the model for 20 hours.

Cost type	Pricing	Image cost
First 3 training hours	$0 per hour	No Charge
4-20 Inference hours/day	$4 per hour	16 hours/day x $4 per hr = $64/day (ongoing)

Pricing example 2 - Identifying parts in a manufacturing facility

Let's say you are a manufacturer and want to identify specific machine parts as they pass through an assembly line. You capture images of various machine parts throughout the assembly process and identify each part in the images that you capture.

There are three machine models of image that identify the parts, which models are then used to train three distinct models.

Cost type	Pricing	Image cost
1-3 training hours	$1 per hour	3 hours x $1/hour = $3 (billed one time)
24 Inference hours/day	$4 per hour	24 hours/day x $4/hour = $96/day (ongoing)

Pricing example 3 - Different analysis

Let's say you are a social media company and would like to identify thousands of influencers in order to promote and amplify brands that have influence for your clients. Influencers are identified by the number of followers they have, and you want to identify influencers who have 10,000 or more followers. You have 40 hours of training data and you want to train the model for 40 hours.

At a scale of 40,000 images per day you will need to use at least two inference instances in parallel to meet your needs.

Cost type	Pricing	Image cost
1-3 training hours	$1 per hour	40 hours x $1/hour = $40 (billed one time)
48 Inference hours/day	$4 per hour	48 hours/day x $4/hour = $192/day (ongoing)

Amazon Rekognition Face Liveness pricing

Amazon Rekognition Face Liveness verifies that a user is a live person who is present in front of a camera and not a spoof, such as a photo, video, mask, or other replica. Liveness can be easily integrated into identity verification and authentication workflows, helping to prevent bad actors from creating fake accounts or accessing user accounts by using spoofs. Face Liveness can be configured to run on every user sign-in or only when the risk is deemed high. Face Liveness can be used with Amplify UI components or Rekognition APIs, providing flexibility for customers to choose the integration that best meets their needs.

Pricing table

Region	
Asia-Pacific (Mumbai)	

Pricing example

Pricing example 1 - Face Liveness check used for ONLINE check a month.

Let's assume your application performs ONLINE liveness check a month and you use AWS SDK for Face Liveness apps for these checks.

Cost of processing first ONLINE check is 15,000 Checks @ $0.015 per check: $225.00 per month
Total cost per month = $0.015 * 15,000 = $225.00

Pricing example 2 - Face Liveness check used for 1 million checks a month

Let's assume your application performs 1 million liveness checks a month and you use AWS SDK for Face Liveness apps for these checks.

Cost of processing first ONLINE check is 15,000 Checks @ $0.015 per check: $225.00 per month
Cost of processing next 985,000 checks @ $0.0125 per check: $12,312.50 per month
Total monthly cost per month = $225.00 + $12,312.50 = $12,537.50

Pricing example 3 - Face Liveness check used for 1.5 million checks a month

Let's assume your application performs 1.5 million liveness checks a month and you use AWS SDK for Face Liveness apps for these checks.

Cost of processing first ONLINE check is 15,000 Checks @ $0.015 per check: $225.00 per month
Cost of processing next 1,485,000 checks @ $0.0125 per check: $18,562.50 per month
Total monthly cost per month = $225.00 + $18,562.50 = $18,787.50

Amazon Rekognition Content Moderation pricing

With Amazon Rekognition Content Moderation, you can automate the process of your moderation tasks and human review. You can train a custom adapter with as few as 10 annotated images to customize the moderation capabilities to your specific use case. Rekognition Content Moderation also provides human review workflows to help you implement human oversight for your moderation tasks.

To review your list of adapters see the list.

To learn how to create an adapter see Creating an adapter.

To learn how to start a human review workflow see the Amazon Rekognition guide.

Pricing tips

Use Rekognition Content Moderation to automate and reduce the cost of your moderation workflows. Rekognition Content Moderation helps you automatically moderate your content at scale, and you can configure confidence thresholds to control the number of human reviews needed. You can also use human reviews to continuously measure and improve the accuracy of your moderation models. You can start with 100% of predictions sent for human review, and then reduce the percentage of predictions sent for review as you become more confident in the accuracy of your models.

Free Tier

As part of the AWS Free Tier, you can get started with Amazon Rekognition Content Moderation for free. The Free Tier starts from the date of account creation and includes 5 thousand free image moderations per month for the first 3 months.

Billing tips

You will be charged per hour you analyze an image using the custom moderation adapter. There is a one-hour commitment or minimum for charges if billed hours or content pricing is less than one hour.

You will be charged per hour for each custom adapter you train. For example, if you train 3 adapters in one hour, you will be charged for 3 hours of training. Training charges are billed in one-hour increments.

Pricing table

Region	
Asia-Pacific (Mumbai)	

Pricing example

Pricing example 1 - Custom Moderation Adapter for 10 million images per month

Let's assume your application analyzes 10 million images a month to find out if people wear helmets and image properties with Amazon Rekognition Detect Moderation (DetectModerationLabels API with any custom adapter).

Total number of image processed with Custom Moderation Adapter is 10 million and each adapter is billed for 2 hours of training.

Cost type	Pricing	Image cost
10 training adapters	$2 per hour	10 x hours x $2/hour = $20 (billed one time)
First 1 million images	$0.0015 per image	1,000,000 images x $0.0015 per image = $1,500 (ongoing)
Next 9 million images	$0.0013 per image	9,000,000 images x $0.0013 per image = $11,700 (ongoing)
Next 40 million images	$0.0010 per image	40,000,000 images x $0.0010 per image = $40,000 (ongoing)
		Total: $53,220.00

Overflow hours are billed per adapter: $2.0
Ongoing cost to analyze 10 million images with this adapter every month: $53,187

Pricing example 2 - Custom Moderation Adapter for 40 million images per month

Let's assume your application analyzes 40 million images a month to find out if people wear helmets and image properties with Amazon Rekognition Detect Moderation (DetectModerationLabels API with any custom adapter).

Total number of image processed with Custom Moderation Adapter is 40 million and each adapter is billed for 2 hours of training.

Cost type	Pricing	Image cost
40 training adapters	$2 per hour	40 x hours x $2/hour = $80 (billed one time)
First 1 million images	$0.0015 per image	1,000,000 images x $0.0015 per image = $1,500 (ongoing)
Next 9 million images	$0.0013 per image	9,000,000 images x $0.0013 per image = $11,700 (ongoing)
Next 40 million images	$0.0010 per image	40,000,000 images x $0.0010 per image = $40,000 (ongoing)
		Total: $53,187.00

Overflow hours are billed per adapter: $2.0
Ongoing cost to analyze 40 million images with this adapter every month: $53,187

Get started with Amazon Rekognition

Start free pricing and usage

Ready to build?
Get started with Amazon Rekognition

Have more questions?
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Up to 50% off
Save Time, Go Green using AWS vs. on-premises
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Next steps