Why IMDb?

• Solve the impossible ‘what to watch?’ question for your customers, drive subscriber and transaction growth.
• Power relevant, personalized content discovery features and recommendations to increase engagement and retention.
• Spend less time managing data by automating metadata in the supply chain.
• Get ahead of popular releases by tracking pre-release titles and projects from production.
• Leverage IMDb’s unique IDs as canonical reference for catalog management, matching and enrichment.
• Build brand trust with IMDb’s authoritative ratings from the world’s largest entertainment fan community.

Product overview

The IMDb Essential Metadata for Movies/TV/OTT package contains JSON bulk files for 8+ million movies, TV/OTT shows and videos games and 11+ million cast, crew and entertainment professionals. Easily accessible via AWS Data Exchange (ADX), IMDb’s Essential product includes global catalog metadata, unique canonical IDs, and 1 billion star ratings from fans globally that can be leveraged to increase engagement, subscribers and transactions via powerful and relevant content discovery features.

Product features

Hundreds of millions of data points
Licensed metadata includes: 1 billion ratings from the world’s largest entertainment fan community; unique IDs for every title, person and company; genres and categorized keywords; three lengths of plot; primary poster image; cast, crew and company filmography; localized title text; certificates; runtimes; awards; release dates and more.

The premier source of global entertainment metadata
Leverage IMDb’s canonical metadata to extract insights from the universe of entertainment beyond proprietary and licensed catalogs. Combine the relevancy of IMDb’s ratings with structured metadata including genres and categorized keywords to power in and out of catalog search, personalized content recommendations and machine learning applications.

Globally trusted brand enrichment & intelligent insights
Match, enrich and automate metadata across the supply chain for EPGs, title pages and content management systems. Display IMDb’s authoritative ratings and data to build brand trust and loyalty. Power intelligent content valuation models for unique programming and acquisition strategy, competitor/IP analysis and more.
How it works

The IMDb Essential Metadata for Movie/TV/OTT product contains compressed JSON bulk files that are delivered to a secure cloud location every day. The files are UTF-8 encoded text files, where each line in the file is a valid JSON string. Each JSON document, one per line, relates to a single entity, uniquely identified by an IMDb ID. These files can be automatically exported to an S3 bucket, from where you can query it using AWS analytic services such as Amazon Athena, Amazon EMR, AWS Glue and Amazon Redshift. You can also ingest the licensed data into Amazon OpenSearch for building search applications, and into Amazon Personalize and Amazon SageMaker for building recommendations engines and machine learning applications.

Differentiators

- IMDb is the most authoritative source of global entertainment information. IMDb’s Essential Metadata Movie/TV/OTT product contains hundreds of millions of data points, all canonically structured into flexible JSON files, updated every day.
- ADX makes it easy to find, subscribe to and use third-party data in the cloud. For AWS Enterprise customers, 100% of IMDb’s license fee via ADX counts towards EDP burn down.
- IMDb’s unique and consistent IDs are recognized throughout the industry. Easily join with and enrich licensed datasets with add-on/enhancement products including box office, parent guides, user-written reviews, and trivia & goofs.
What our customers are saying

"Mi India — India’s #1 smart TV brand — now integrates IMDb fan ratings and other authoritative entertainment data, provided via AWS Data Exchange, onto more than 30 streaming services available with PatchWall 4.0."

- Xenia Tang, Business Development Director, XIAOMI

Data Points

- **8+ million** Movies, TV/OTT shows & video games
- **11+ million** Cast, crew & entertainment professionals
- **1 billion** Star ratings from fans globally
- **150+ million** cast and crew credits

Additional Resources

- [AWS Data Exchange (ADX)](https://aws.amazon.com/adx)
- [IMDb Data Dictionary](https://developer.imdb.com)
- [Automatic Exports to S3](https://aws.amazon.com/lexica/analytics)
- [Subscribe to sample data](https://aws.amazon.com/adx)
- [IMDb’s other bulk data and API products in ADX](https://aws.amazon.com/adx)
- [IMDb Developer Site](https://developer.imdb.com)

Solution available in [AWS Marketplace](https://aws.amazon.com/marketplace)