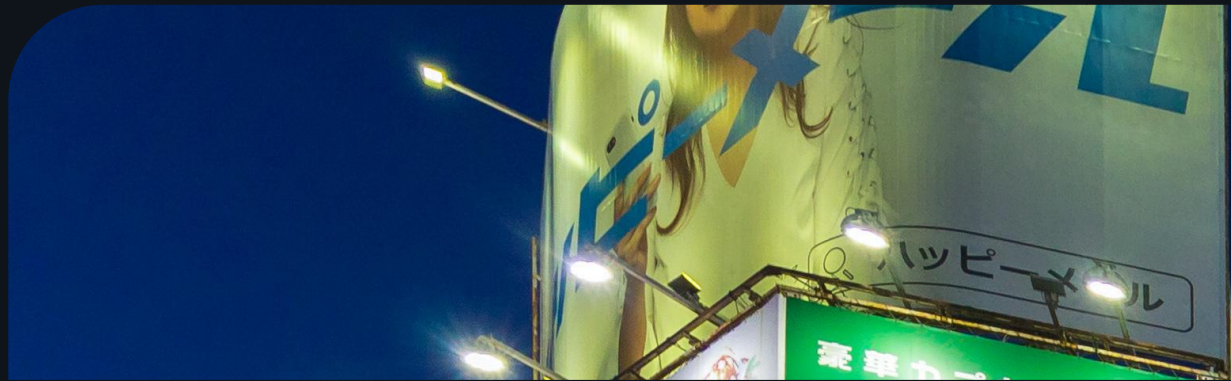




Prime Video Roadshow Tokyo

June 9, 2026



What is a Prime Video Roadshow?



Prime Video Roadshows are events hosted by PV's Enhanced Delivery team, and they offer 3 distinct experiences that help content providers stay up to date with Prime Video's vision for customers and the roadmap that supports that vision.

Sessions

These are seminar-style presentations about the most significant initiatives on Prime Video's roadmap, but we always leave time for Q&A with our content provider partners at the end.

We are here.

Voice of Partner Focus Groups

These are 2-way, deep-dive dialogs between content providers and Prime Video teams about specific initiatives in development. Participants describe their use cases and collaborate on approaches to solutions.

Social Hour

Spend an hour casually connecting with Prime Video folks in a fun environment. Ask more questions, or just build relationships for follow-up encounters.

Las Vegas

April 20, 2026
Prime Video Roadshow
Sessions & Focus Groups



Culver City

TBD
Voice of Partner Focus Groups



Tokyo

June 9, 2026
Prime Video Roadshow
Sessions & Focus Groups

Amsterdam

September 12, 2026
Prime Video Roadshow
Sessions & Focus Groups



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Delivery

PVS Accessibility

Partner Action
Center (PAC)

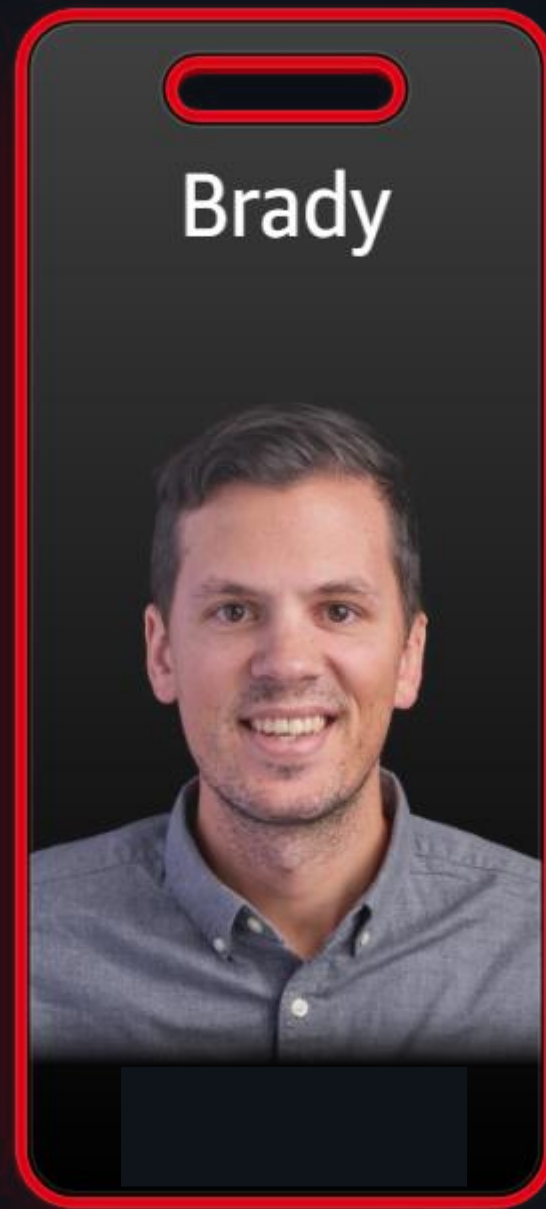
Voice of Partner &
Prime Video Events

Localization

PVS Fulfillment

PVS Localization

PVS Aggregation



Brady Danyluk

Prime Video Division, Product Department
Head of Digital Supply Chain Design Team

What happens during a “Session”?



We walk through a presentation in 4 parts.

1

Priority #1

Welcome, let's spend a moment framing our time together and explaining some mechanics.

2

Highlights & Milestones

We will spend about 15 minutes checking in on recent initiatives and highlighting some Prime Video milestones you may have missed.

3

The Path Ahead

We will spend about 30 minutes sharing how Prime Video is building on those milestones to create more value for customers and content providers.

4

Q&A

We've dedicated about 20 minutes for you to ask questions about the path ahead directly to our internal teams.

Priority #1



A large, diverse crowd of people is shown at what appears to be a concert or festival at night. In the foreground, three men are the central focus: a man with a beard and brown hair is shouting with his mouth wide open; a man with dark hair and a grey shirt is smiling broadly, looking towards the camera; and a man wearing a pink shirt and a patterned beanie is also cheering. They are all embracing each other. The background is filled with many other people, some holding up their phones to take pictures, all under the glow of stage lights.

Prime Video and content providers' shared priority is to delight customers.

**Therefore, everything we
build is designed to help
content providers present
content fast and flawlessly
for an A+ customer
experience.**



Highlights & Milestones



The following recent initiatives for customers and content providers laid the groundwork for the A+ customer experience.

It is time to check in on the value they created.



For customers...

- **Compelling reasons to watch**
- **Content bundles**
- **Mobile redesign**

For content providers...

- **Asset Quick View transparency**
- **APIs**
- **Mini Dash**
- **Analytics enhancements**



Compelling reasons to watch

- Messages highlight what makes each title special. These messages appear prominently in detail pages and carousels.
- CRWs are currently live in the US across living room, web, and mobile with plans to expand to UK, DE, JP, BR, and IN.



Air

✓ Included with Prime

▶ Play



🌿 2x Golden Globe-nominated drama starring Matt Damon

Trusted, Data-Driven Messaging

CRW features awards and notable talent from trusted sources (Rotten Tomatoes, Metacritic, Variety).

Bundles

- In 2025, partners gained the ability to offer new types of bundled purchases
 - TV Box Sets launched July 1, 2025
 - Movie Collections launched October 1, 2025
- Customers get the highest quality titles available, all in a single, seamless transaction.

007[™]

3-movie
bundle



New bundle artwork experience

Movie collections also get their own detail page.

Bundles are driving new value for *both* customers *and* partners.

1

Complete Your Bundle Resonates with Customers



19% of the TV Box Sets and Movie Collection purchases made in Nov–Dec 2025 were "Complete Your Bundle" purchases.

2

Movie Collections deliver meaningful lift

Catalog movie titles with bundles achieved 14.5% YoY revenue growth in Nov–Dec 2025, driving incremental purchase value for partners.

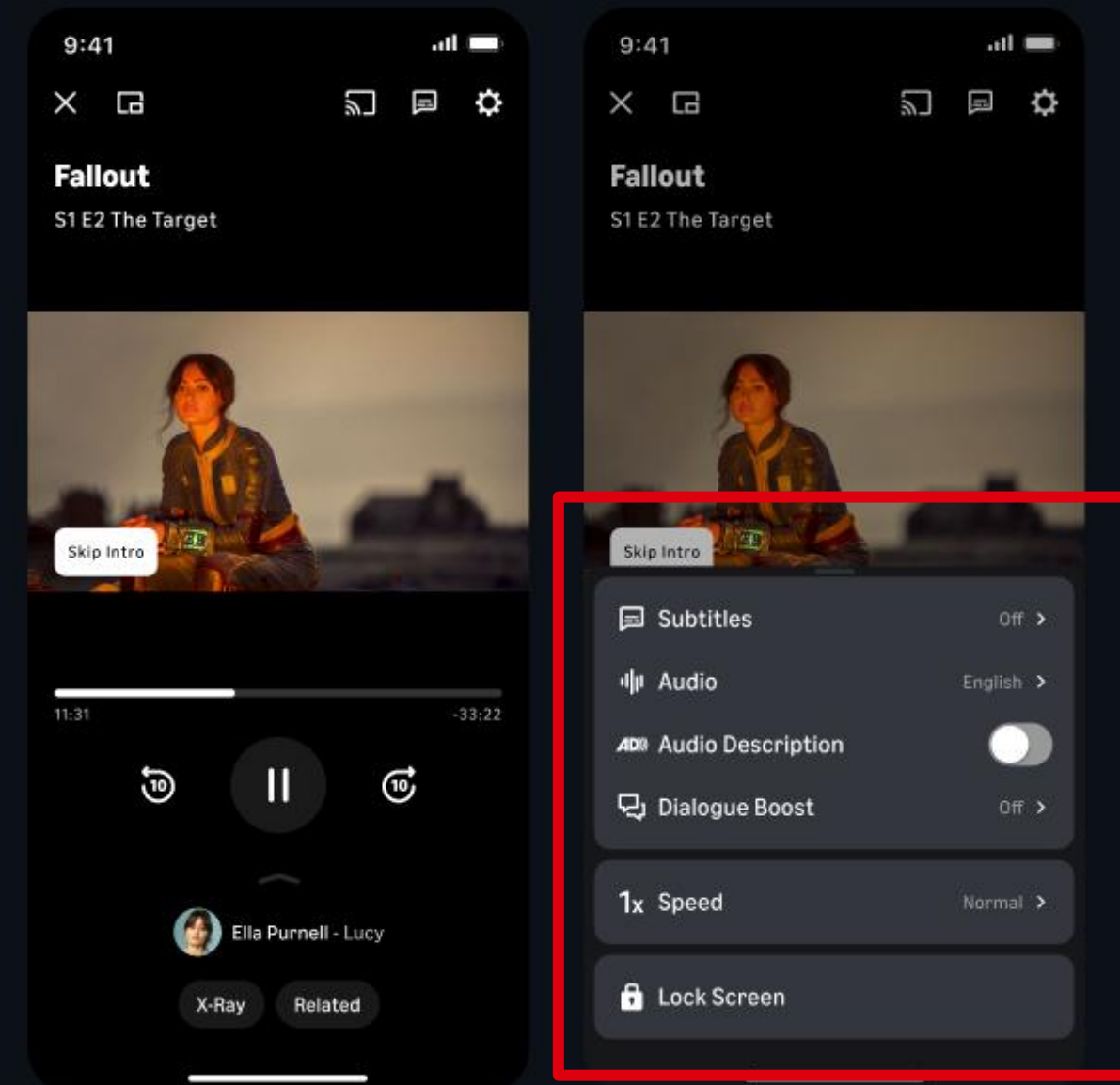
3

Box Sets drive revenue growth

Catalog series titles participating in bundles saw 21% YoY revenue growth in Nov–Dec 2025.

Mobile Redesign: Player

- The enhanced player experience drove longer play sessions and millions in incremental hours by making it easier to watch content in landscape or portrait mode, use natural gestures and multi-task easily.

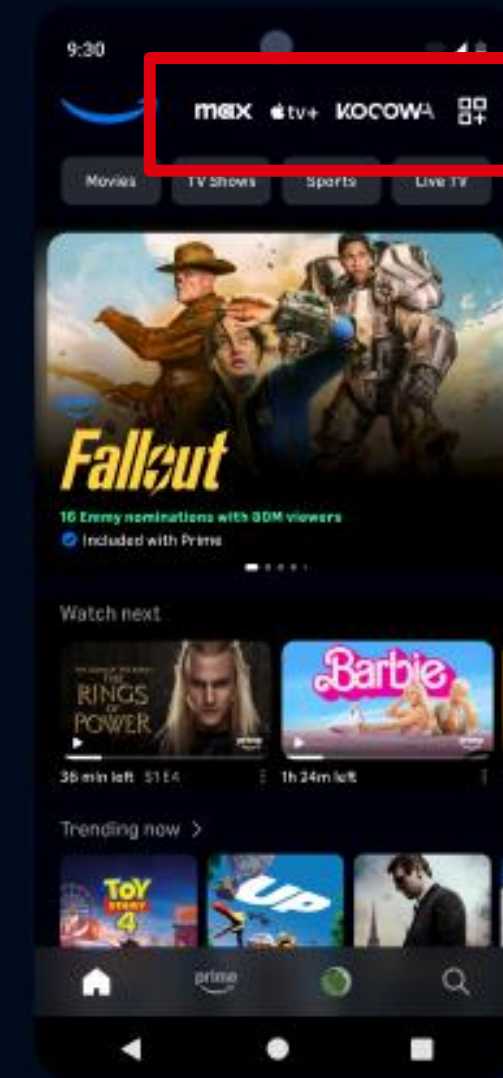


Improved video player

Enhanced features making it easy to watch one-handed including gesture support and see related content like cast, crew, music. Also lets users to watch in a mini player so they can browse while watching.

Mobile Redesign: Subscriptions

- The updated navigation drove additional traffic to subscriptions and increase streaming days by making it easier for users to access content they can watch for free across their subscriptions.

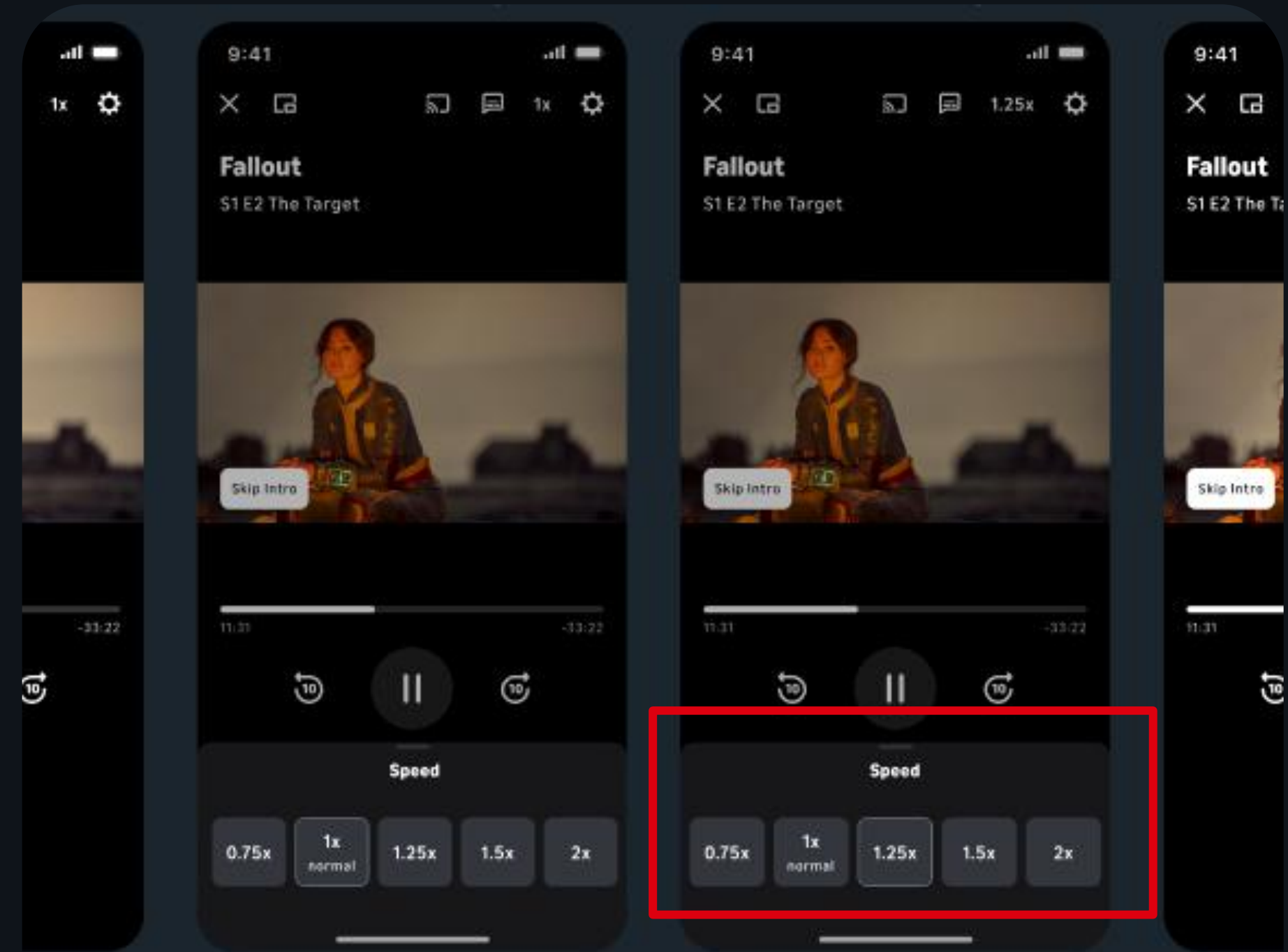


One-tap access to subscriptions

Entitled subscriptions are displayed in the top navigation, along with the hub button

Mobile Redesign: Speed Controls

- Top requested feature in app reviews

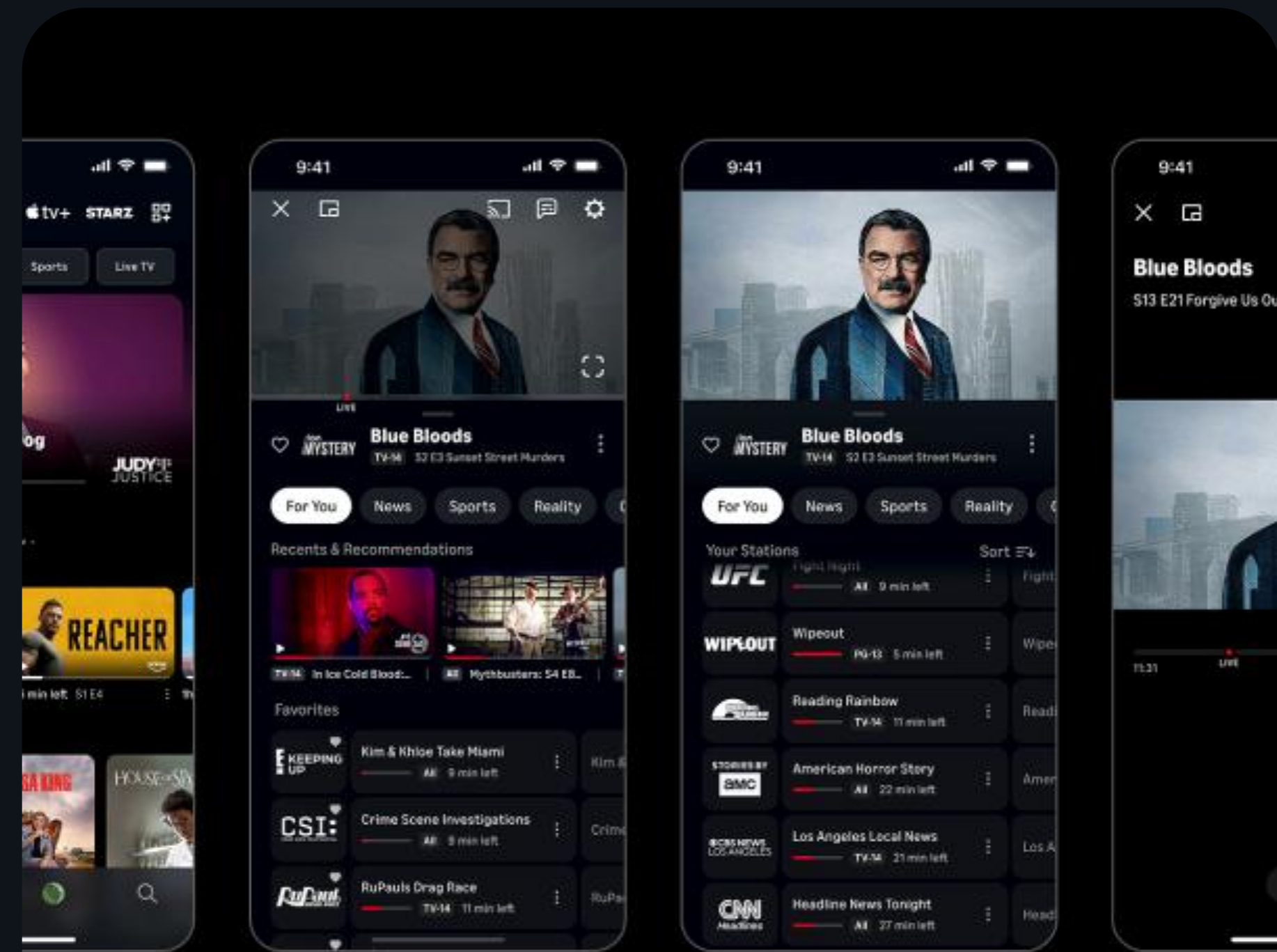


How fast do you want to go?

New controls will let users watch at different speeds.

Mobile Redesign: Live TV v2

- Brings the magic of live tv into a modern mobile experience
- Instantaneously plays linear stations when users enter the 'Live TV' page
- Brings the magic of live tv into a modern mobile experience

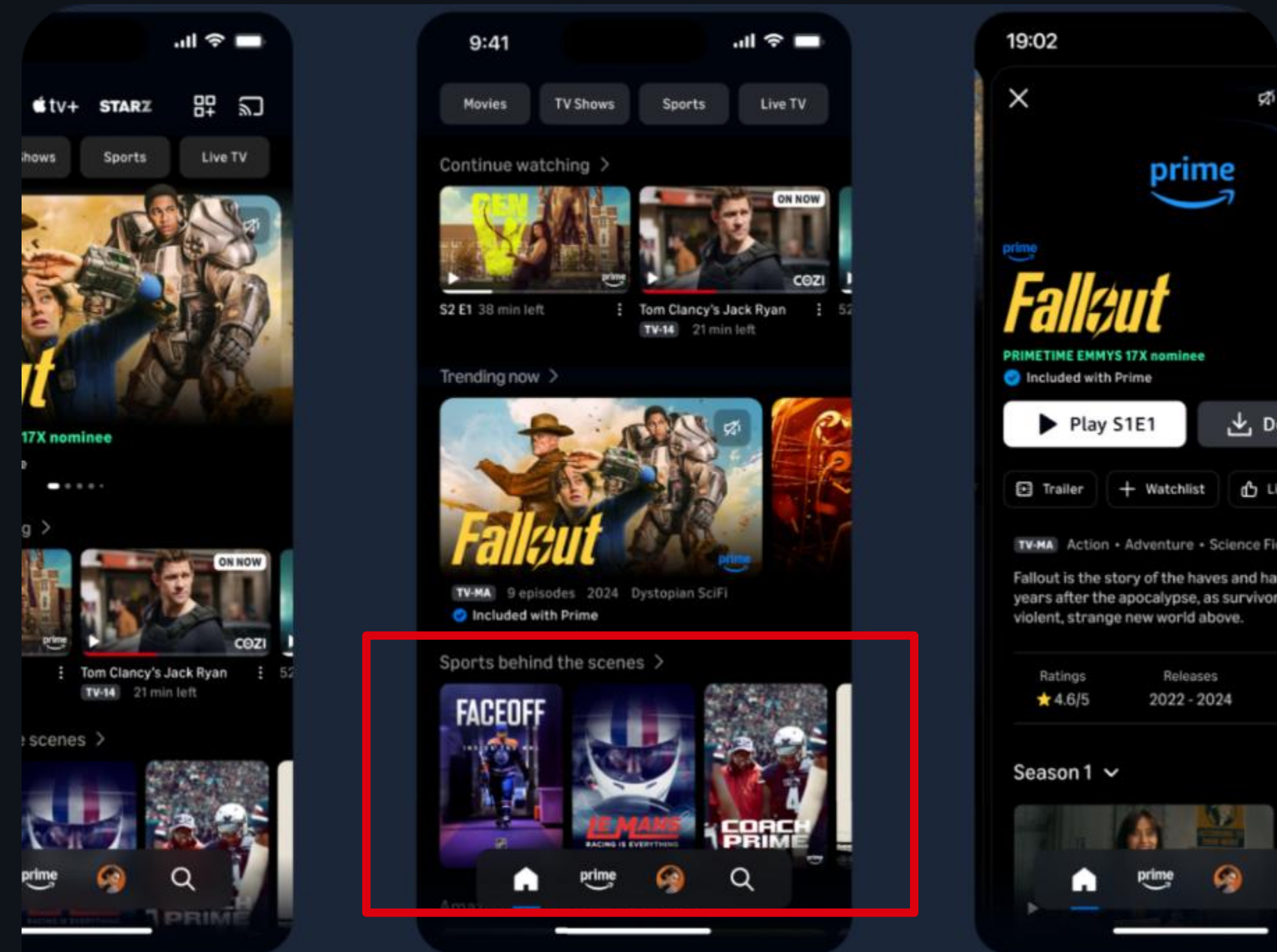


Watch live TV while you browse channels

Users can watch while browsing related content and electronic programming guide (EPG) and switch channels

Mobile Redesign: Poster Art

- This improved layout helps customers better understand Prime Video's content breadth and makes new title discovery more intuitive on mobile devices.



More titles in carousels

With 2:3 poster, 3 titles fit in a carousel instead of just 2 (compared to 16:9 format).

Mobile redesign is unlocking the value of going vertical.

1

Vertical layout is driving incremental viewing



This improved layout increased the number of titles customers view by over 25%, and drove millions in incremental viewing hours.

2

Better discovery

Showing 3 titles in a carousel directly contributed to more than 20% increase in title impressions per session.

3

Vertical poster art satisfaction

Vertical poster artwork layout achieved a 4.70/5.0 satisfaction score for viewers.

Assets Tab & Quick View

- 2:3 poster art “Provided by Prime Video” was key to the timely, successful launch of the mobile redesign
- A brand new tool called Asset Quick View became content providers’ window into those valuable assets

The screenshot displays the SLATE Catalog interface. The top navigation bar includes 'Slate', 'Catalog', 'Marketing', 'Financial', and 'Reporting'. The 'Catalog' section is active, showing a table of assets. The table has columns for Title, SKUs, Action needed, and Delivery status. The assets listed are 'The Big Ride' with SKUs 'az04779h_s3_epis...'. The 'Action needed' column shows 'Action needed' (red dot) for most items, 'Action recommended' (yellow dot) for one, and 'No action needed' (green dot) for the last. The 'Delivery status' column shows 'Failed', 'Pending delivery', and 'Fulfilled'. To the right, the 'Video' quick view for 'The Boys' / S02 / E01 is shown. It includes a video player with a progress bar, a 'Show transcript' button, and a 'Download File' button. Below the video player, the 'Action' is 'Review', 'Delivery status' is 'Failed', and 'Due date' is '2020-09-16 21:00:00 PDT / 2020-09-17 04:00:00 UTC'. The 'ERRORS' section shows 3 errors: 'E1 Green flash detected', 'E2 Color bars', and 'E3 Video freeze'. The 'E3 Video freeze' error is expanded, showing a description: 'Video freezes at 00:08:13, and occurs sporadically till the end of the video.' and a 'Learn more' link. Summary statistics are also provided: 'Number of defects: 3', 'Defective duration: 90 minutes', 'Defective duration: 1.3 minutes', and 'Video defect rate: 1%'.

Title	SKUs	Action needed	Delivery status
The Big Ride	az04779h_s3_epis...	Action needed	Failed
The Big Ride	az04779h_s3_epis...	Action needed	Failed
The Big Ride	az04779h_s3_epis...	Action needed	Pending delivery
The Big Ride	az04779h_s3_epis...	Action needed	Pending delivery
The Big Ride	az04779h_s3_epis...	Action needed	Pending delivery
The Big Ride	az04779h_s3_epis...	Action needed	Pending delivery
The Big Ride	az04779h_s3_epis...	Action needed	Pending delivery
The Big Ride	az04779h_s3_epis...	Action needed	Pending delivery
The Big Ride	az04779h_s3_epis...	Action recommended	Pending delivery
The Big Ride	az04779h_s3_epis...	Action recommended	Failed
The Big Ride	az04779h_s3_epis...	No action needed	Fulfilled

Video
Mezz
The Boys / S02 / E01

1:24 / 30:25

Show transcript Download File Copy proxy

Action: Review
Delivery status: Failed
Due date: 2020-09-16 21:00:00 PDT / 2020-09-17 04:00:00 UTC

ERRORS 3

- E1 Green flash detected
- E2 Color bars
- E3 Video freeze

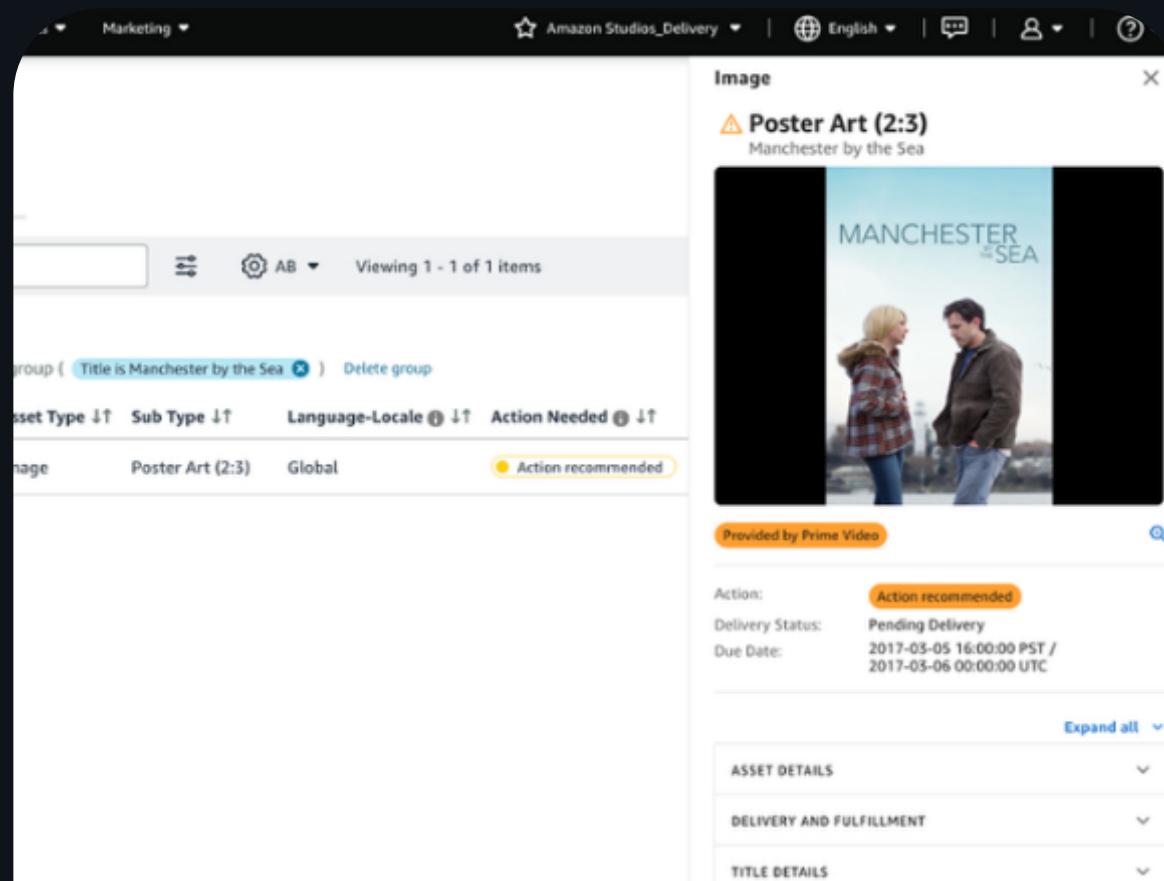
Video freezes at 00:08:13, and occurs sporadically till the end of the video.
Learn more.

Number of defects: 3
Defective duration: 90 minutes
Defective duration: 1.3 minutes
Video defect rate: 1%

It's grown bigger than just 2:3 visibility

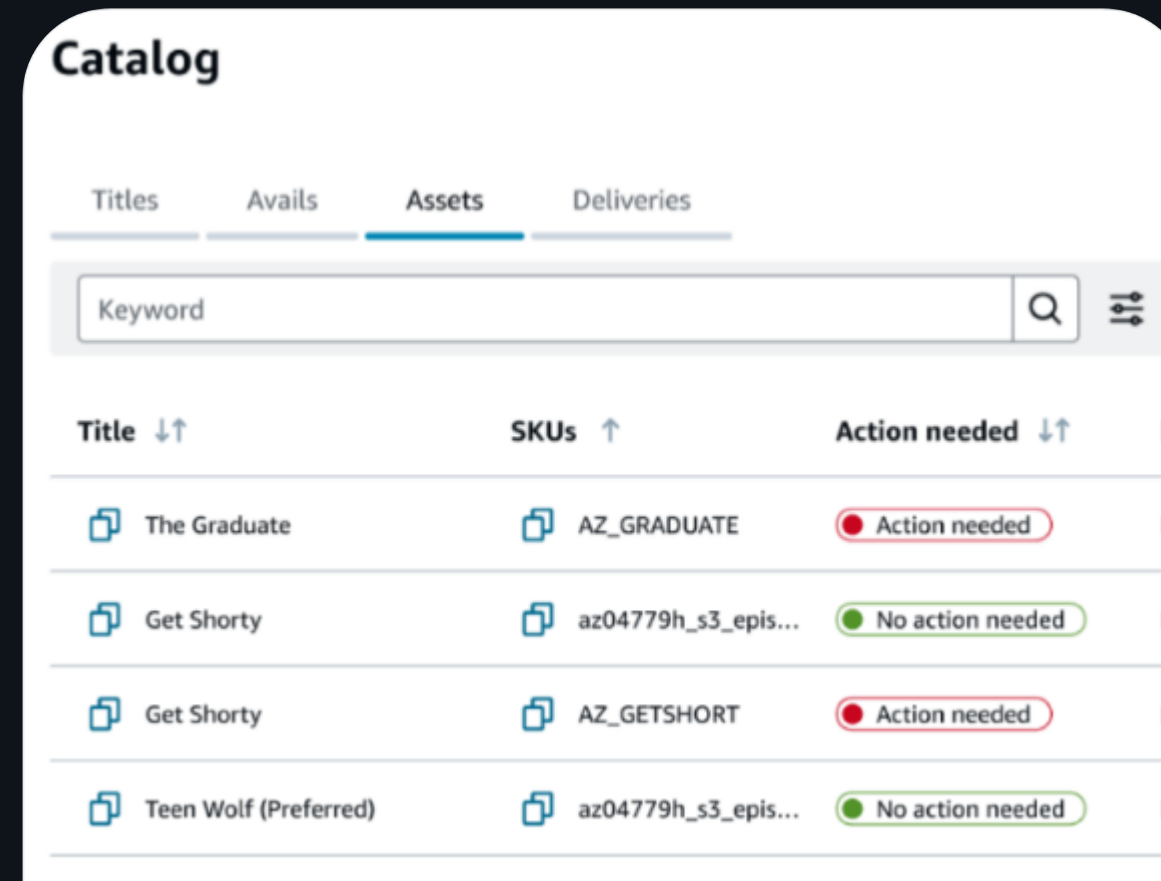
Assets tab and Asset Quick View has evolved to include over a half dozen other features that provide valuable information.

Assets Tab & Quick View Enhancements



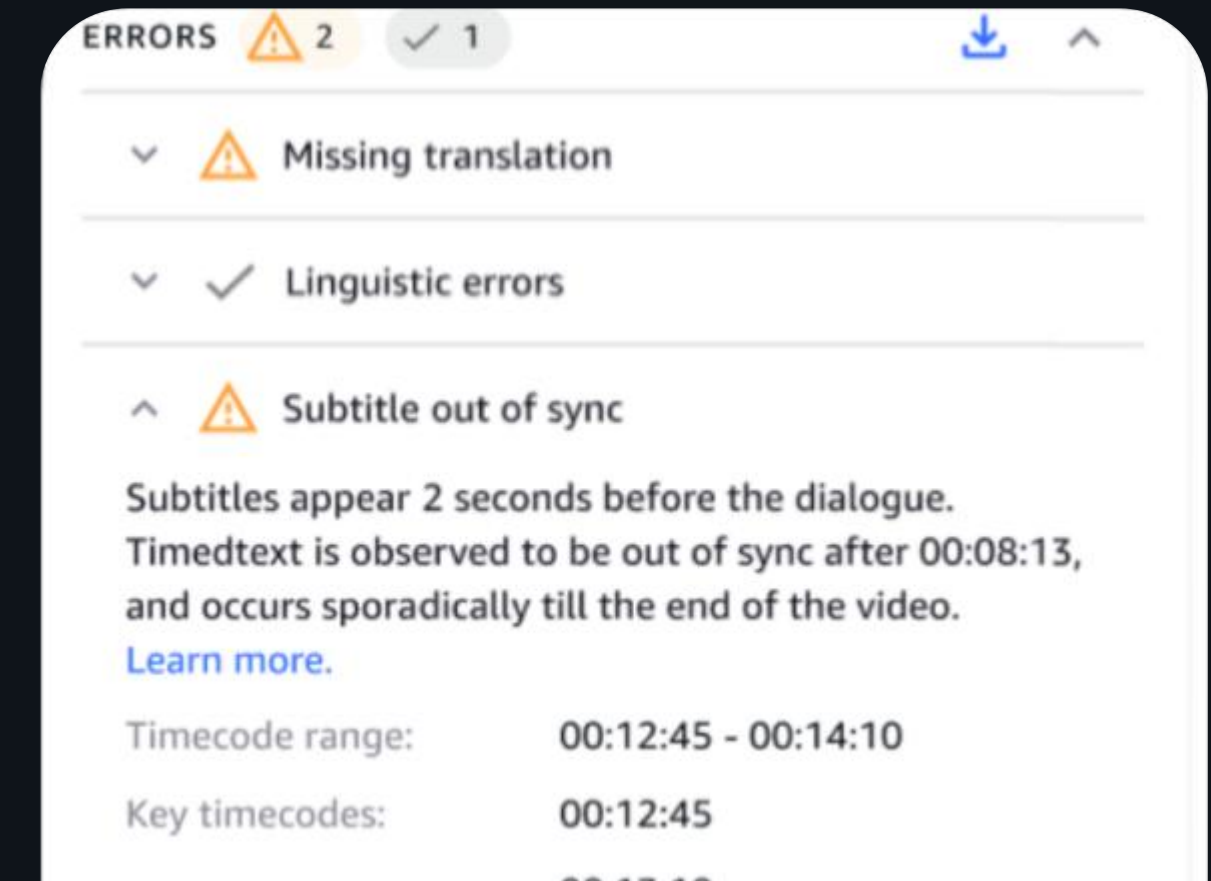
Poster art provided by / corrected by PV

Last year we launched "Provided by Prime Video" and "Corrected by Prime Video" capabilities for poster artwork assets, and provided visibility in the Assets Tab.



Find assets with quality issues

We added visibility into defects and filtering capability in Asset list-view based on flagged defects. Ability to sort by defect source, severity and other dimensions.



Comprehensive error details

Expand Asset Quick View and the Error Drawer for a detail view of the quality defect including defect description, timestamps and more.

Assets Tab & Quick View Enhancements



 **Mezz**
TTMS Title

[Copy proxy](#)

Action: Action recommended

Delivery Status: Failed

Date Last Delivered: 2025-03-03 09:51:33 PST /
2025-03-03 17:51:33 UTC

[Expand all containers](#)

Access through proxy links

Access defective video assets through a proxy link available directly on the tool. Next, we'll enable proxy for all media assets.

Audio corruption that results in scratchy noises like static/digital hit, electrical humming noise, voice quality problems like hissing sounds observed during a voice conversation, white noise, very short, or micro stutter-like glitches in audio.

[Learn more](#) | [Contact us](#)

Confidence level: HIGH

Rule source: Quality (Manual)

[Not an error?](#)

Audio quality issue — Rad Quality (Manual)

[Replace](#)

Self-service remediation

A set of tools to address defects such as intent marking, false flag overrides and file replacement. Also, a contact-us quick link to ask questions or provide comments.

[i](#) Descriptive audio provided by Prime Video

[Expand all](#)

ERRORS [i](#) 1 [Download](#) [Up](#)

[^](#) [i](#) Missing asset

Asset is missing and has been provided by Prime Video.

Rule source: Publishing spec

ASSET DETAILS [v](#)

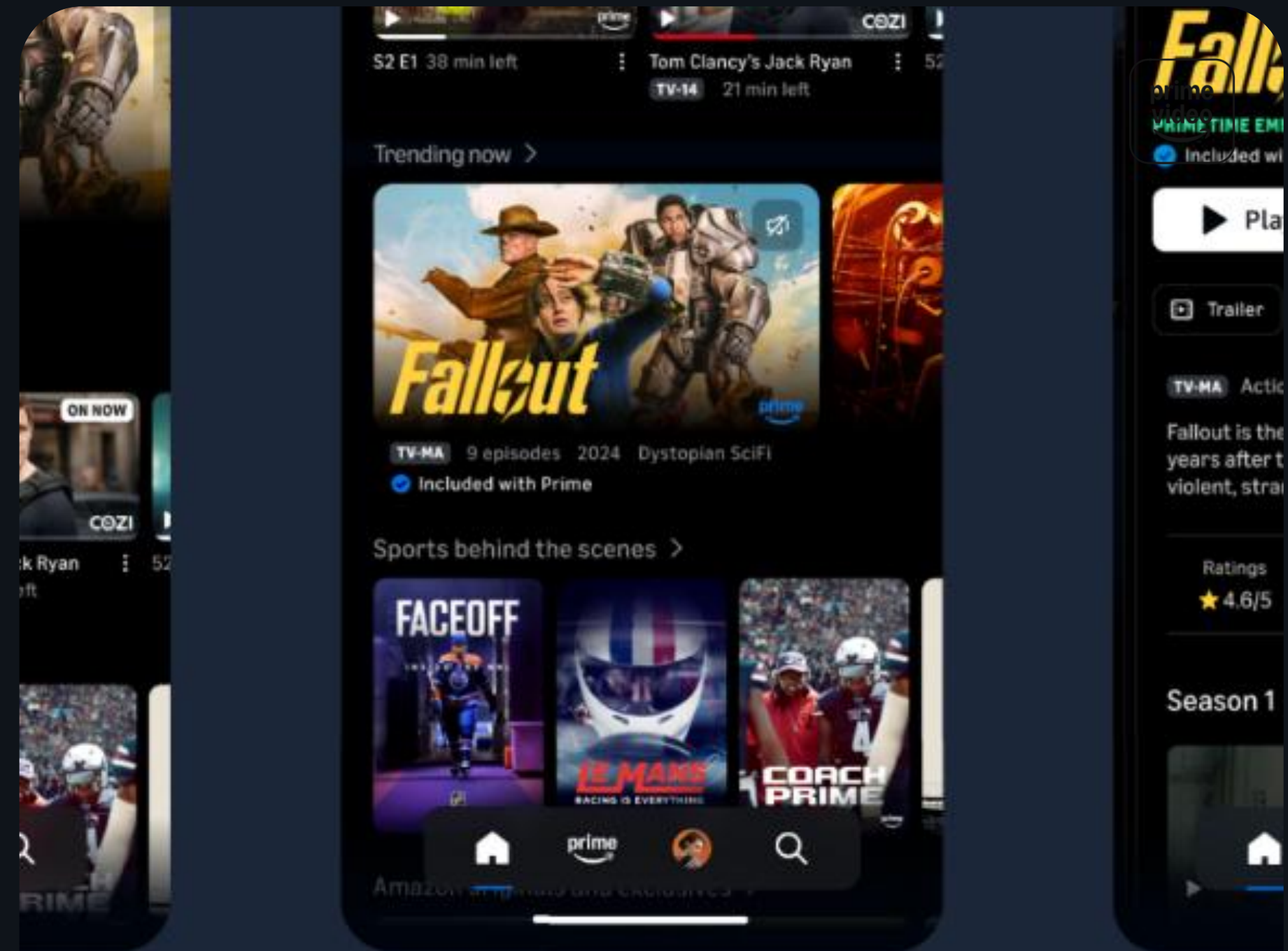
DELIVERY AND FULFILLMENT [v](#)

Subs & dubs provided by / corrected by PV

In December-January we extended "Provided by Prime Video" and "Corrected by Prime Video" capabilities to dubs and subtitles.

Zoom out from Asset Quick View and see value created at scale

- During 2025, Prime Video provided 441,000 poster artworks to help content providers meet requirements and launch the mobile redesign



\$22M

That's the dollar value of the 441,000 posters provided by Prime Video.

APIs

Get out of emails and into APIs. Prime Video is fully committed to APIs as the solution for content partners to deliver, manage, and track their titles at scale across the Prime Video ecosystem.



From 1 to 7 APIs in less than a year.

Prime Video now offers 7 APIs: Avails, Offer Status, Asset Status, Notifications, Reporting, Datasets, and Financial Statements.

API Suite for Content



Prime Video currently offers a suite of Content APIs. We just added the Notifications API in Q1 2026.

Avails API

Deliver EMA Avails to Prime Video programmatically via our API across all business lines and regions globally, providing a streamlined alternative to spreadsheet submissions.

Offer Status API

Centralize your catalog data in your own systems with real-time access to offer information, eliminating the need to manually check Slate or storefront pages.

Asset Status API

Receive instant feedback on content and asset readiness as soon as your title is delivered to Prime Video, with clear action levels: Action Needed, Action Recommended, and No Action Needed.

Notifications API

Subscribe to real-time events for your titles, offers, and assets—including asset failures, title launches, and changes to live status—keeping you informed of critical updates as they happen.

API Suite for Analytics



Access granular, read-only data on subscriptions and content performance. The following APIs are live.

Reporting API

Pull static CSV files with content performance and earnings data on a recurring basis. These summary reports provide more detail than aggregate dashboards while requiring minimal technical resources.

Datasets API

Get event-level data that enables detailed analysis and seamless integration with your internal datasets. Ideal if you have strong technical and analytics capabilities to process large data and need maximum granularity for performance analysis.

Financial Statement API

Systematically ingest financial and earnings reports to track your content's revenue performance. Get the detail you need without the complexity of processing large datasets.

APIs are driving operational excellence

Prime Video's Content and Analytics API Suites have delivered measurable improvements across operations, data accessibility, and supply chain efficiency since launch.

1

Reduced resolution time by ~10%



Asset Status API cut mean-time-to-resolution for missing assets by approximately 3 days, enabling proactive issue resolution and faster publishing timelines across all content types and territories.

2

Accelerated validations by 4.5 hours

Avails API real-time validations eliminate manual data checks and reduce errors before submission, saving partners 4.5 hours per week while accelerating avails management workflows.

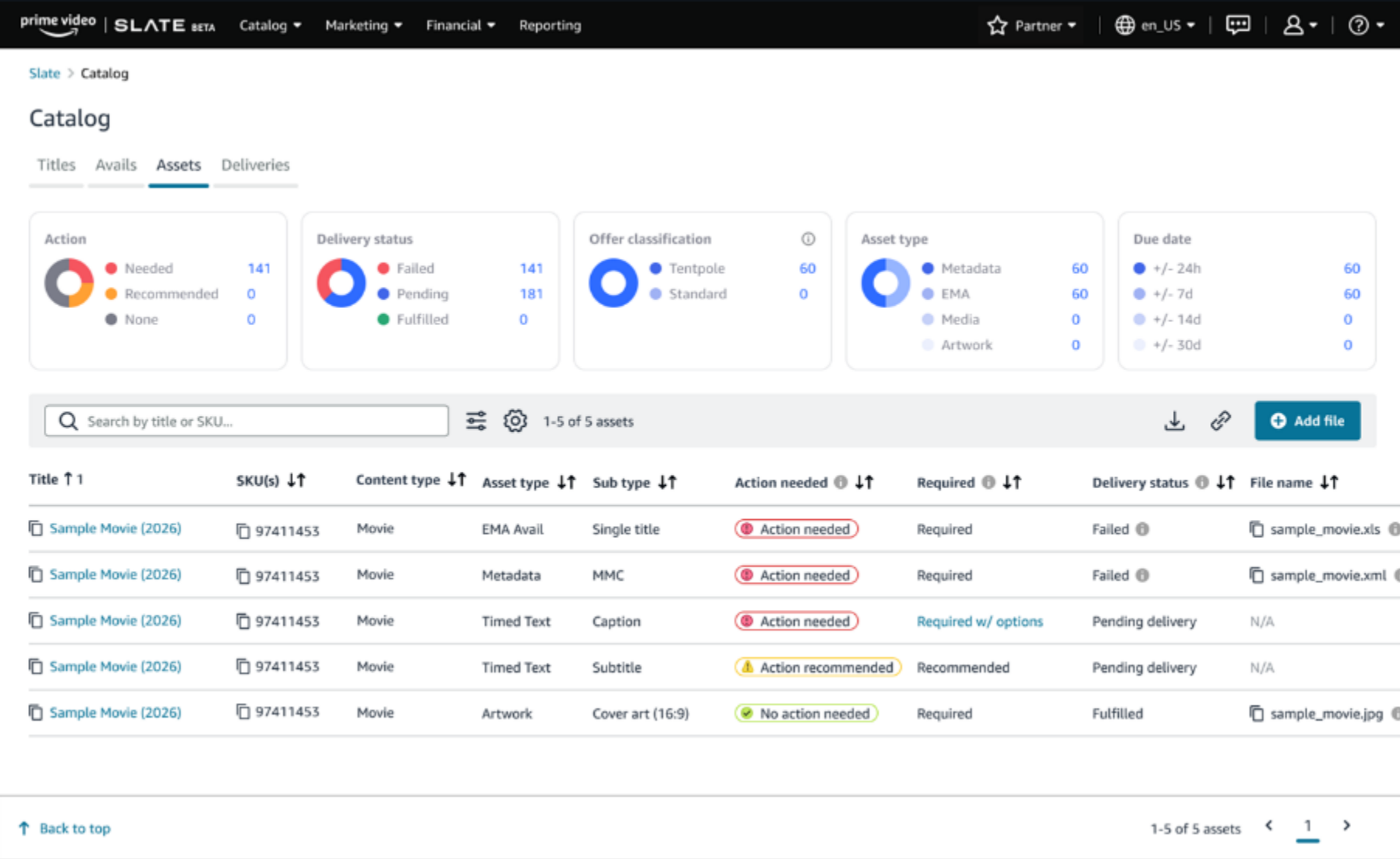
3

Delivered 4-6x daily data refreshes

Analytics APIs now provide 4-6 refreshes per day for real-time performance insights, while automated financial reporting eliminates manual downloads—enabling faster decision-making and deeper system integration across multiple business models.

Mini Dash

- Your new starting point for a catalog homepage experience.
- Narrow down catalog actions with a single click.
- Projected to save over 1.3K partner hours annually.



New widgets for catalog health in Slate!

In March we launched the Slate Mini Dash in Catalog Manager to provide an at-a-glance view of your catalog health!

Mini Dash Widgets



Mini Dash widgets offer a catalog health summary of your assets and avails.

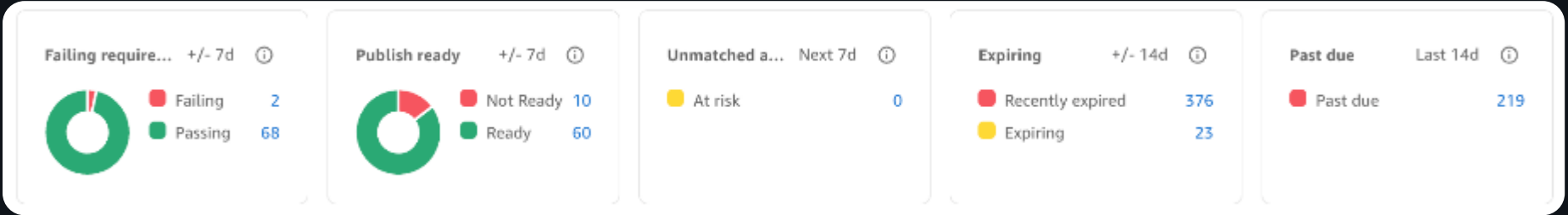
Assets widgets

Our initial widgets for the Assets Tab include # of assets needing action, delivery status of assets, assets that are past their due date and assets that need redelivery.



Avails widgets

Our initial widgets for the Avails Tab include # of avails failing publishing requirements, avails ready to publish, unmatched avails, expiring avails, and avails that have requirements past their due date.



Use Mini Dash. Drive key publishing metrics.

1

Improve On-Time Delivery and Mean Time to Resolution



Using the action needed, failing requirements, and redelivery widgets to consistently monitor assets and avails can help improve these metrics by 10+%

2

Prioritize High Impact Launches

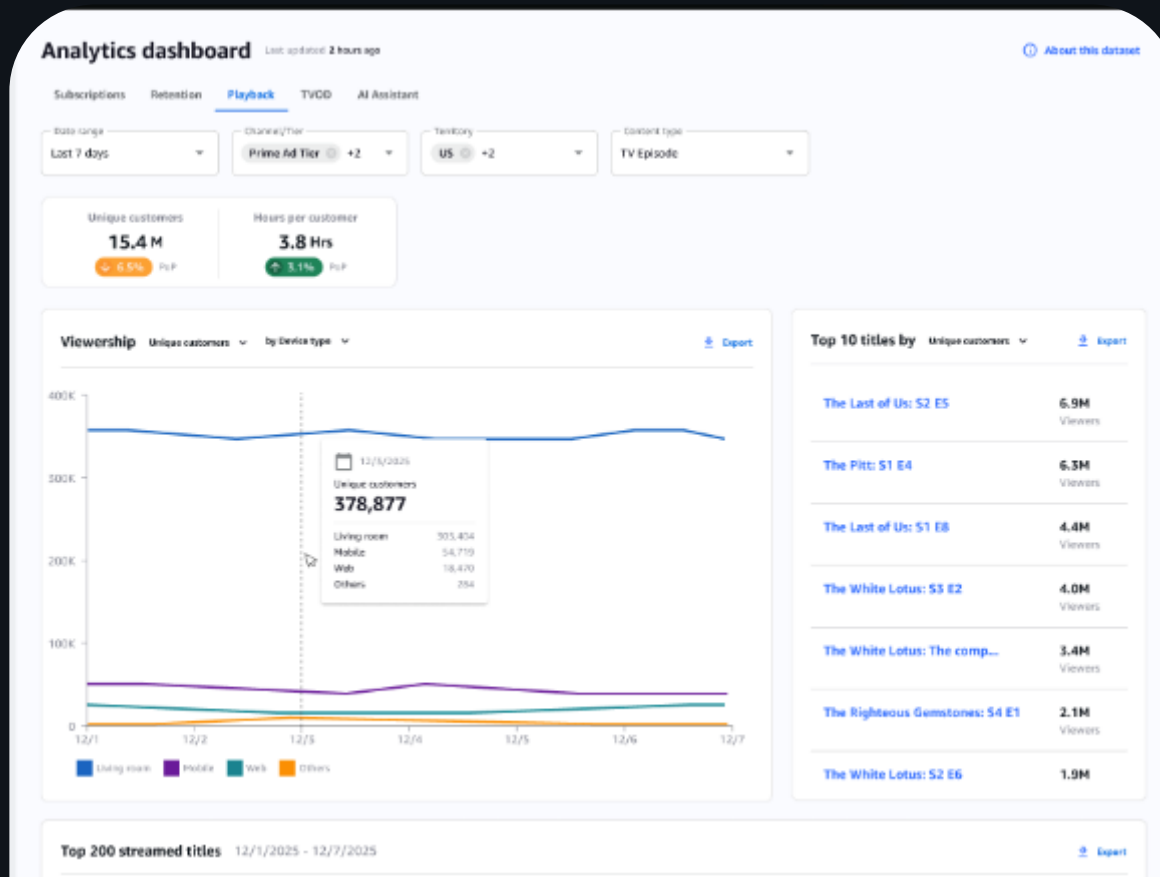
Use the upcoming widget to filter assets to "Tentpole" to ensure titles launching with high priority launch on-time and defect free

3

Drill down to Assets Deliveries that will Increase Streams

Use the upcoming growth opportunities widgets to see assets that will grow the number of streams your titles get

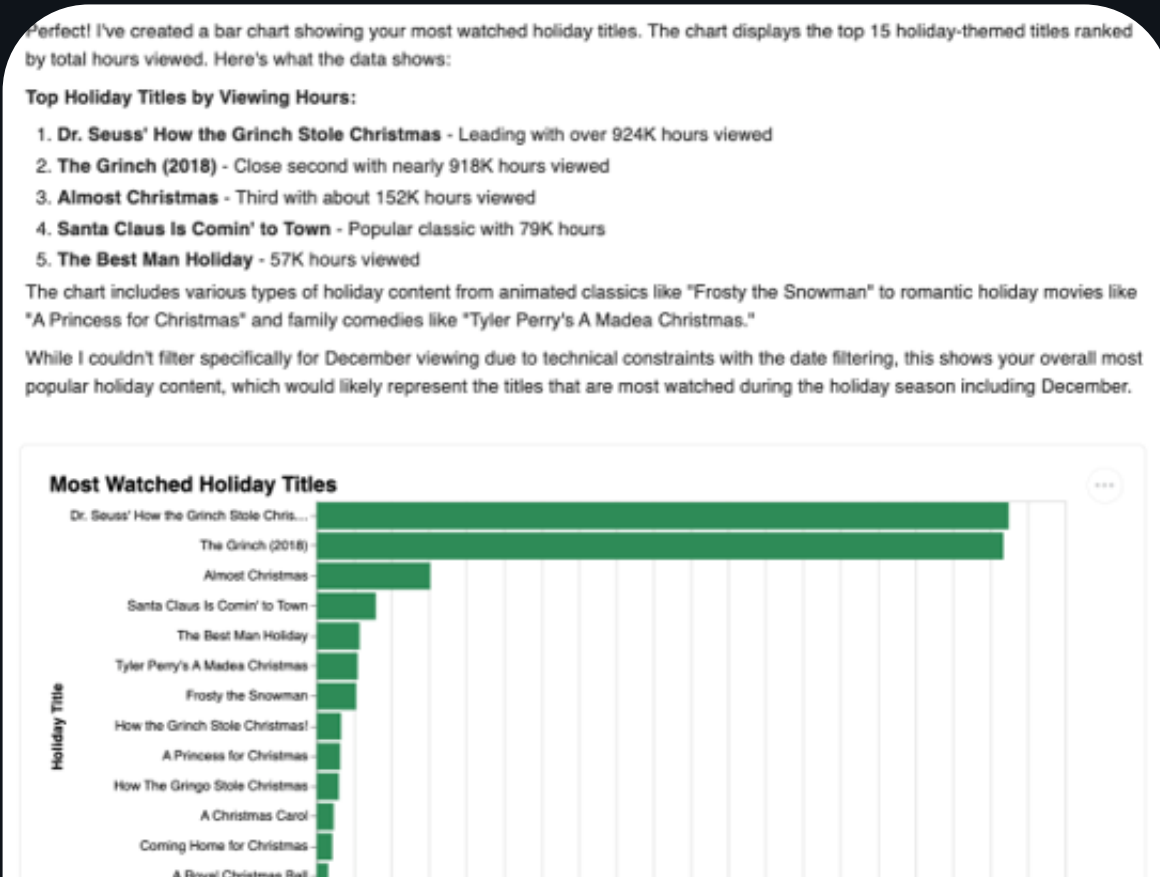
Analytics Enhancements



More intuitive dashboards

The metrics and analyses you care about most – refreshed intra-day with slicing, dicing, and exports

Launched: December 2024, ever-expanding



Conversational business insights

Generative BI answering your questions with data-driven insights and data visualizations.

Launched: Beta Dec 18th, 2025

```
import requests
import datetime
import os

# Constants for the API and token
AUTH_TOKEN = "Atzalaauth_token"
ACCOUNT_URL = (
    "https://videocentral.amazon.com/apis/v2/"
    "accounts/123456/7890/abc123/datasets/data987"
)

# File where we persist the timestamp of the last successful API call
LAST_CALL_FILE = "last_call_time.txt"

def load_last_call_time():
    """
    Reads the timestamp of the last API call from a local file.
    If the file doesn't exist, defaults to a specific start time.
    """
    if not os.path.exists(LAST_CALL_FILE):
        # If no record exists, assume we're starting fresh from this date
        return datetime.datetime(2023, 1, 1, 0, 0, 0, tzinfo=datetime.timezone.utc)

    with open(LAST_CALL_FILE, "r") as f:
        # Read and parse the ISO timestamp from the file
        return datetime.datetime.fromisoformat(f.read().strip())

def save_current_call_time(dt):
    """
```

Granular data API

Ingest event-grain data across all lines of business hands-off-the-wheel through our API for complex joins and partner-side analysis

Launched: May 2nd 2025, ever-expanding

What We Need From You

Accuracy, speed, and connectivity of data leads to growth opportunities with tangible impact to your business

1

Faster, more accurate data



>99% data accuracy, and historic delivery speeds with intraday refreshes across business lines and ~9hr data freshness to power rapid decision making.

2

Insightful analytics

Unlocked ability to measure customer lifecycles, minute-audience retention on content, and conversion/retention across offers to optimize business performance.

3

Growth Opportunities

Data-driven insights and opportunities to grow your business on Prime Video – such as streaming uplift due to asset deliveries, title recommendations for programs like promotions and sampling, and reminders to refresh artwork to drive engagement.

The Path Ahead



The following roadmap initiatives for customers and content providers build on past milestones.

Each is integral to delivering the A+ CX.



For customers...

- **Franchise carousels**
- **Premium VAM bundles**
- **Sign language**
- **Episode artwork**
- **Clips**

For content providers...

- **New Mini Dash & Analytics tools**
- **Assets Tab & Quick View**
- **Avails Tab & Quick View**
- **APIs**
- **Aspera on cloud & S3**
- **Spec streamline**



App Roadmap: Franchise Carousel

- The Franchise Carousel replaces standard "customers also watched" carousels with more relevant content featuring the same characters, storylines, or universe as the seed title.
- This feature requires no partner action and will be automatically deployed across devices and placements

Explore the Bond collection

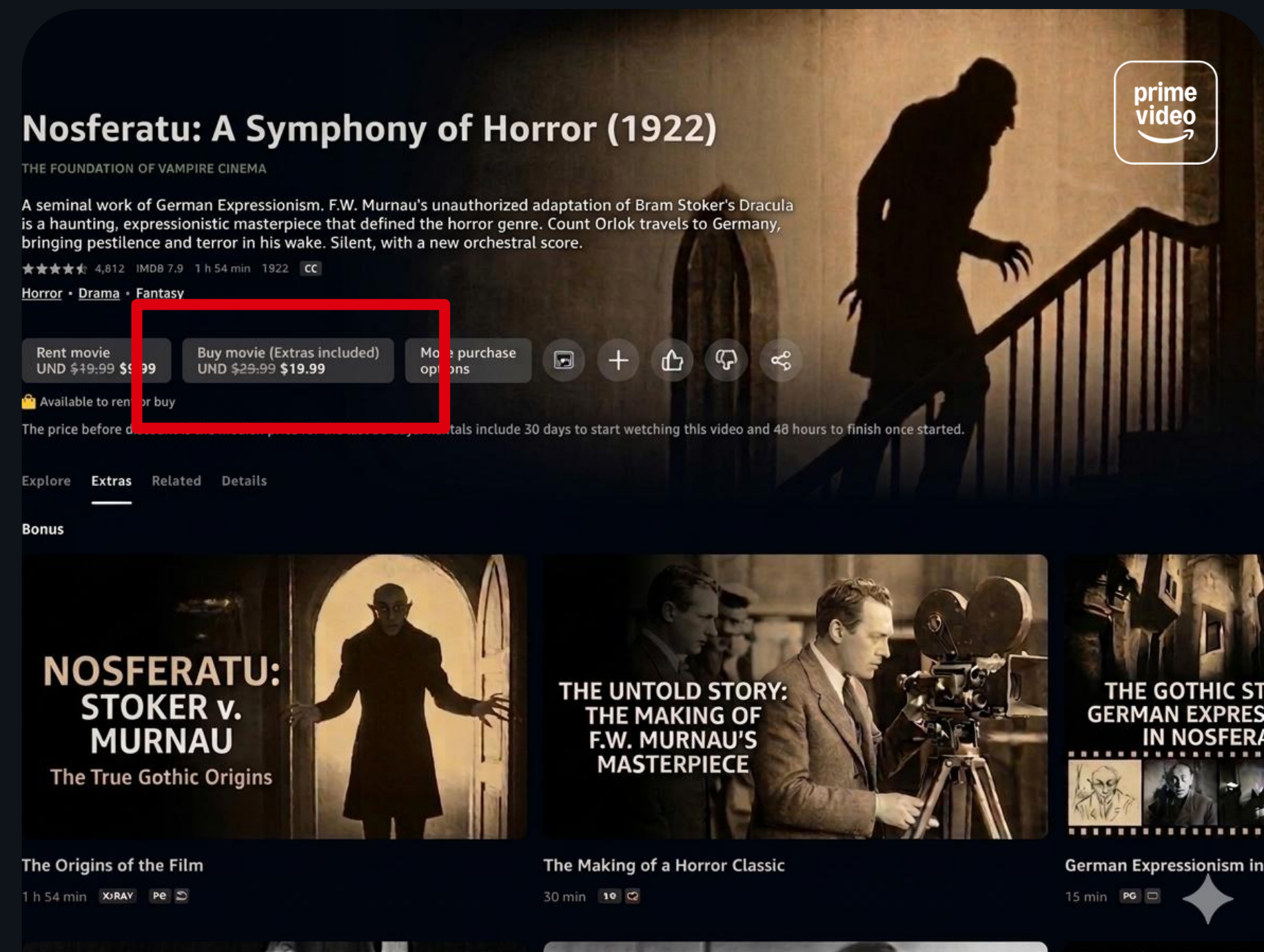


Strategic franchise focus

Initially launching for top global franchises based on customer interest data, ensuring maximum impact on viewer engagement and content discovery.

Bundles for premium Value-Added-Material

- Partners can now gate bonus content behind a movie purchase
- It's all displayed together on one detail page



Make that buy box extra enticing!

Bonus content is surfaced at purchase, signaling added value to customers



Bundles for premium Value-Added-Material

The Premium Value-Added-Material bundle extends Prime Video's Value-Added-Material (VAM) spec, enabling TVOD partners tie bonus content to a movie purchase or rental. See Slate Support for delivery specifications.

Premium VAM Bundle

Previously, TVOD bonus content had to be free or listed separately, fragmenting the experience for partners and customers.

Now, it unlocks upon ownership or rental and appears alongside the feature on one detail page, supporting behind-the-scenes, deleted scenes, cast interviews, alternate versions, and more.

Delivery Enabled: March 30, 2026

Other Bundle Enhancements

Partners will soon be able to offer Movie Collections bundled with a Pre-Order title, driving early revenue ahead of release. TV Box Sets will also be able to include ongoing seasons, keeping fans engaged while a show is still airing.

Movie with Pre-Order: April 30, 2026
Series with Season Pass: May 29, 2026

Premium VAM bundles turn bonus content into an advantage

1

For partners



Premium VAM transforms bonus content from a giveaway into a purchase incentive for TVOD titles. Consumers pay 10-20% more for premium editions with bonus features.

2

For customers

Streamers see exactly what's included before purchase, making decisions easier and ownership more rewarding. 40-60% of users say additional content increases perceived value.

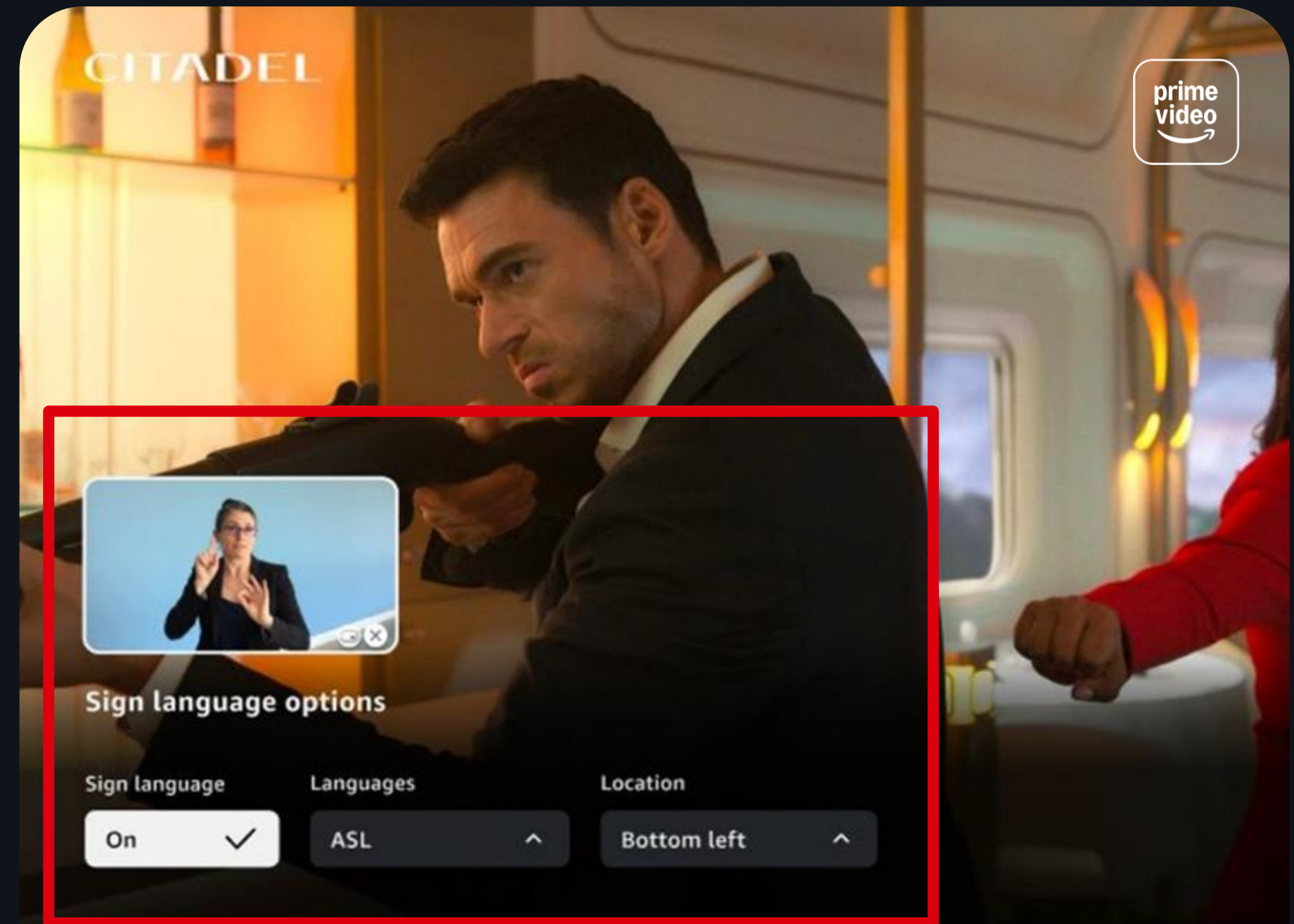
3

For the storefront

Feature and bonus content live together on one detail page, creating a cleaner, more compelling presentation that reflects the full value of a title.

Sign Language

- Offering a more accessible, more inclusive experience for customers in Prime Video
- Instead of a separate title with a separate detail page, it will display the interpreter image overlaid on the main picture.
- Estimated Launch: Q1 2027



Customers can simply turn it on and off

Users will be able to turn sign language on and off, as they would with audio tracks or subtitles in other languages

Sign Language improves accessibility

1

Enhanced customer value



An estimated 72 MM people worldwide use signed languages as their primary modality of communication.

2

Easier discoverability

Providing sign language as a language option will allow all Prime Video customers to have a stronger discoverability experience, eliminating the clutter that comes with duplicate titles.

3

Growing Global Regulatory Landscape

Future-proof content against emerging regulatory requirements in the UK with more territories set to follow, and position yourself as a preferred content partner for deaf or hard of hearing viewers.

Artwork Roadmap



Episodic covers

Previously offered as an optional enhancement, it will now be a required asset for series deliveries.

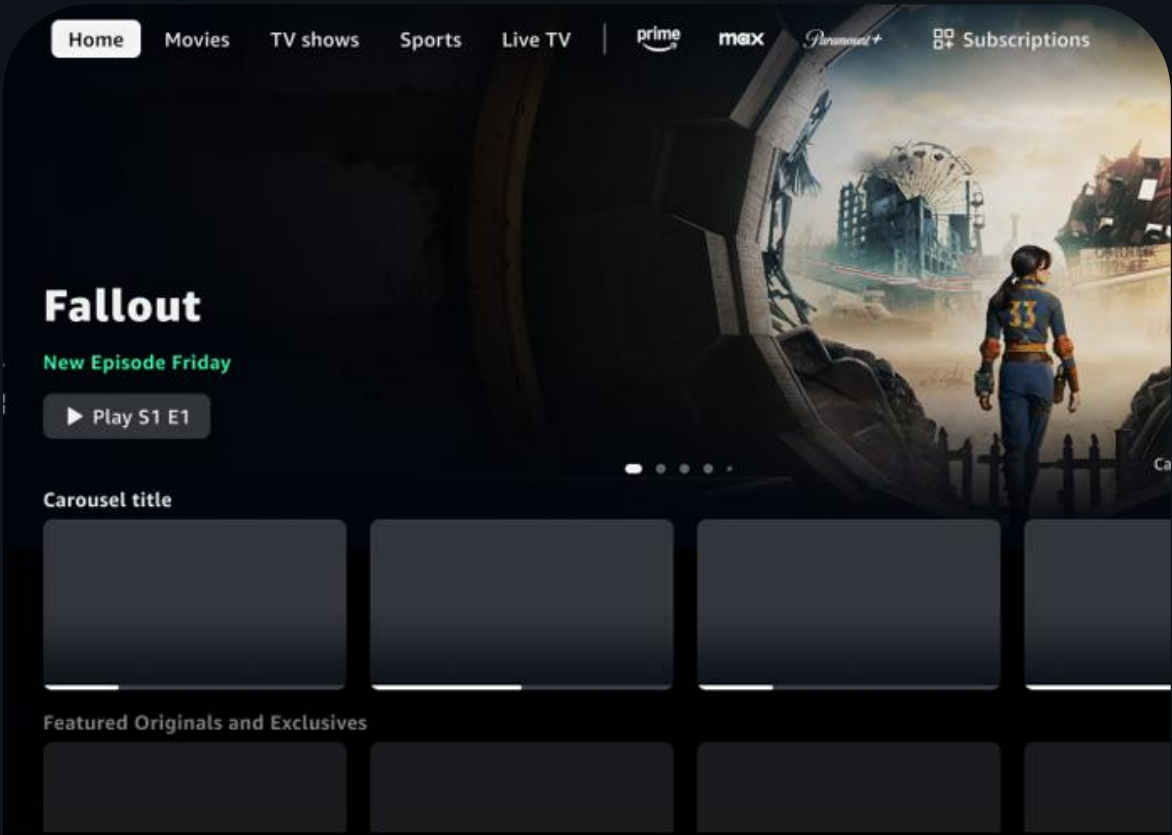
Date Change from Recommended to Required:

April 24, 2026

Content Provider Delivery Compliance

Required: June 1, 2026

Gating: March 31, 2027



8x3 Carousel Hero

Beginning May 11, partners will have the ability to deliver this optional asset that was previously reserved for marketing assets only.



4K

Once the preferred resolution, 4k will now be the required resolution.

Date Change from Recommended to Required:

April 24, 2026

Content Provider Delivery Compliance

Required: June 1, 2026

Episodic Artwork Backfill Prioritization



Series content submissions will now need to include dedicated artwork for each episode, not just at the season level. What does this mean for content providers?

Review your catalog

Audit all existing series content, identify original and HVC titles that are missing episodic artwork, gather missing assets, and ensure they meet artwork guidelines found on SLATE

Deliver backfill for HVC/Tentpole titles

Prioritize backfilling episodic artwork for HVC/Tentpole titles that were delivered in the last 6 months to ensure that content gets the benefit of boosted impressions.

Going forward, delivery supports territory expansion

Meeting this requirement is essential for maintaining a consistent, polished customer experience across all new and existing territories, and partners should plan to update their asset delivery workflows accordingly to remain compliant and avoid any delays in content availability as these new markets go live.

Robust artwork inventory boosts discovery

This is a critical enabler for improving content discoverability. Previous efforts resulted in an 18% increase in title impressions.

1

Episodic



Replaces the repetitive season image with unique, episode-specific visuals that gives each episode its own moment to stand out and enhance the customer experience. Gating of this asset is planned for March 31, 2027.

2

8x3 Carousel Hero

Unlocks access to one of the most high-impact placements on the storefront, giving your title visibility in a prime location that was once exclusive to marketing assets.

3

4K

Ensures your content looks its best, driving greater discoverability and customer engagement

Clips: a new discovery engine

- New long-form entry points
- Quick discovery
- Meet customers where they are
- Frictionless path to conversion



Put your best moments front and center

Clips are highly-engaging short-form video content that highlight your content library

Clips: a new discovery engine



Getting clips live is faster than you think. See Slate Support for delivery specifications.

XML Manifest

Lightweight, schema-validated, flexible

Delivery Enabled: December 1, 2025

MovieLabs MEC

Ideal for studios already in the MEC ecosystem

Delivery Enabled: March 20, 2026

Four steps to delivery

1. Align on clips slate
2. Prepare files
3. Choose delivery method (XML or MEC)
4. Get certified, submit, validate and go live on Prime Video storefront

Clips: a new mobile-forward discovery engine

Short, punchy, and ready for customers.

Auto-play hero banners increased stream conversion by 7% through video-forward experiences, demonstrating how Clips can similarly drive engagement and channel sign-ups.

1

Increase in stream conversion



Clips extends the autoplay experience, which has driven a noticeable increase in stream conversions in past experiments.

2

Personalization taken to the next level

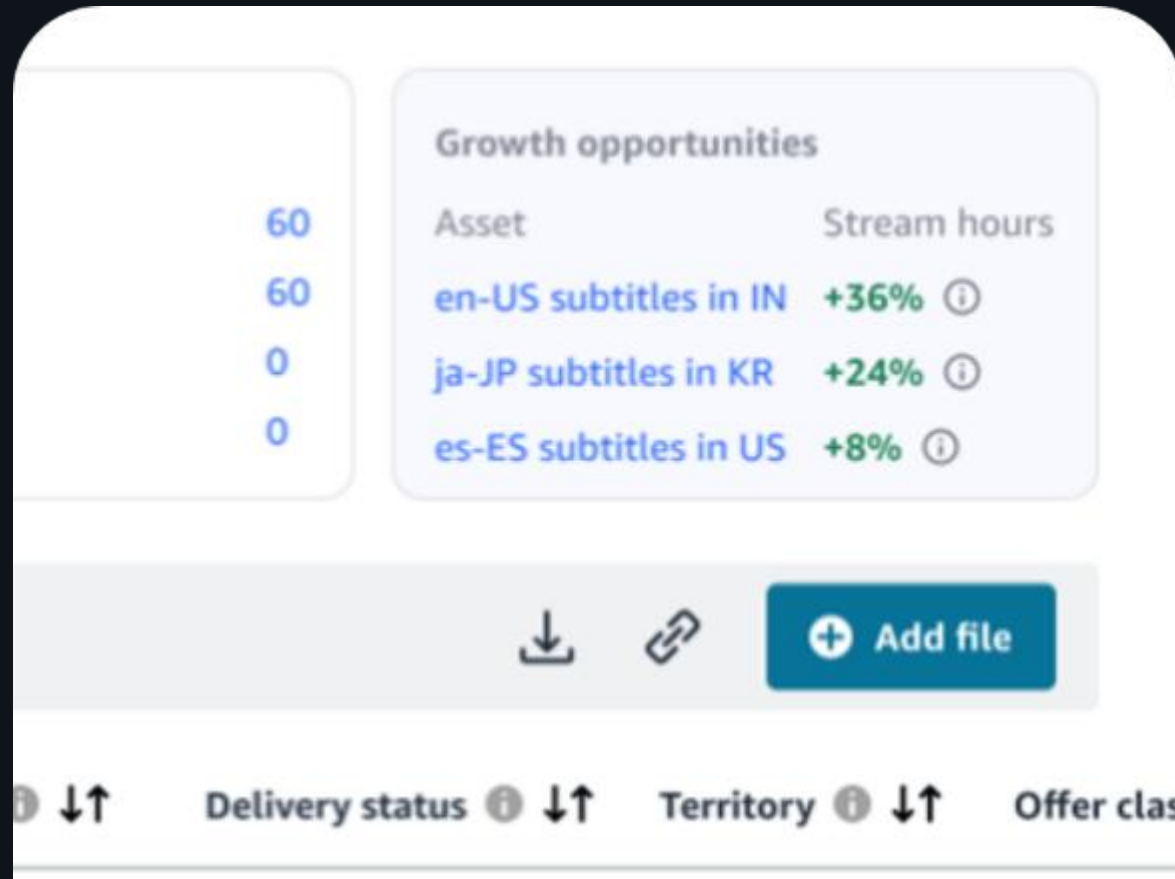
Provides on-the-go chances to discover new, exciting content or revisit familiar favorites with a personalized feed based on viewing history and preferences and always fresh content.

3

Entry points into long-form content

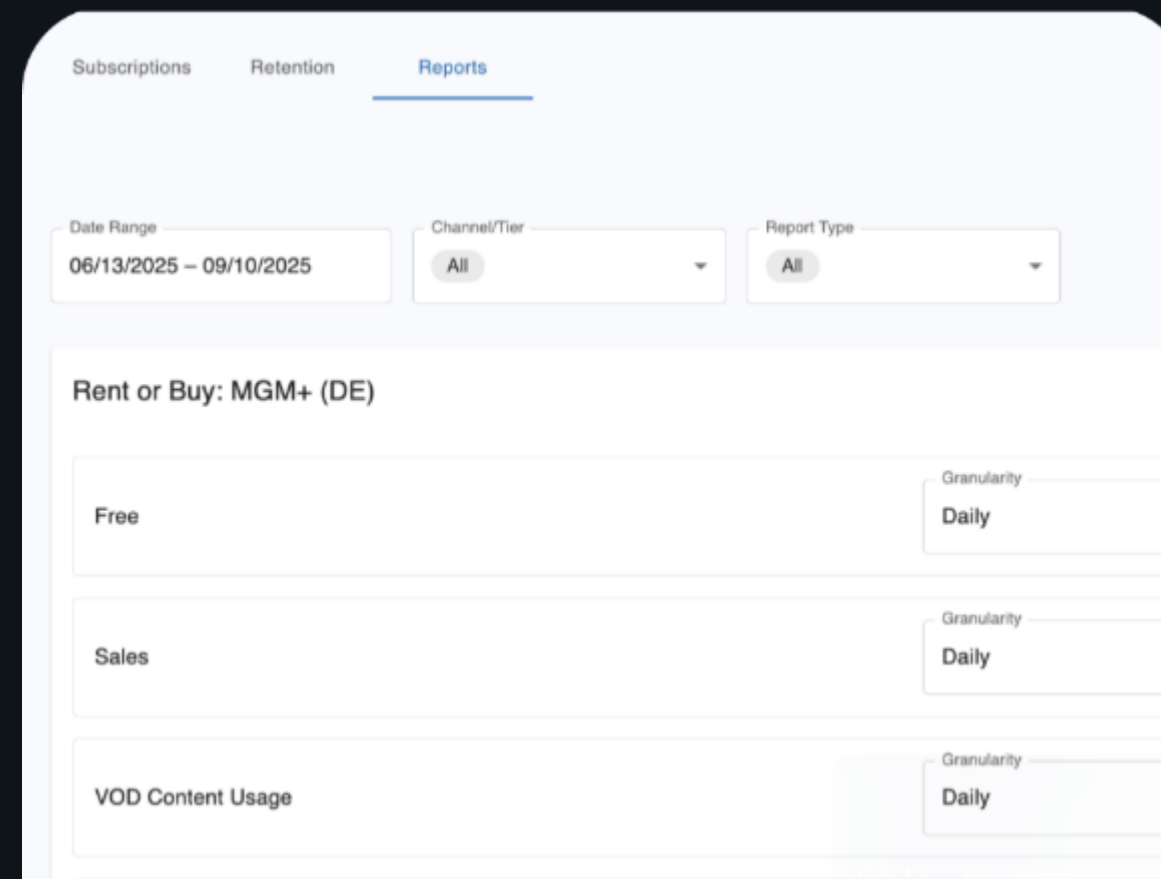
Clips give customers more high-intent entry points into long-form content and titles more opportunities to be discovered.

Analytics Roadmap



Growth opportunities

Data-driven insights and opportunities to grow your business on Prime Video – such as streaming uplift due to asset deliveries, title recommendations for programs like promotions and sampling, and reminders to refresh artwork to drive engagement.



Re-vamped reports

Faster, more accurate data with >99% data accuracy, and historic delivery speeds with intraday refreshes across business lines and ~9hr data freshness to power rapid decision making.

```
import requests
import datetime
import os

# Constants for the API and token
AUTH_TOKEN = "Atzalaauth_token"
ACCOUNT_URL = (
    "https://videocentral.amazon.com/apis/v2/"
    "accounts/123456/7890/abc123/datasets/data987"
)

# File where we persist the timestamp of the last successful API call
LAST_CALL_FILE = "last_call_time.txt"

def load_last_call_time():
    """
    Reads the timestamp of the last API call from a local file.
    If the file doesn't exist, defaults to a specific start time.
    """
    if not os.path.exists(LAST_CALL_FILE):
        # If no record exists, assume we're starting fresh from this date
        return datetime.datetime(2023, 1, 1, 0, 0, 0, tzinfo=datetime.timezone.utc)

    with open(LAST_CALL_FILE, "r") as f:
        # Read and parse the ISO timestamp from the file
        return datetime.datetime.fromisoformat(f.read().strip())

def save_current_call_time(dt):
    """
```

Expanding data API to more business lines

Systematically ingest granular data as fast as possible. Enables complex logic implementation and metric definition on partner-side

Channels Launch: May 2nd, 2025

TVOD Launch: October 31st, 2025

Mini Dash Roadmap

- By the end of Q2 we will release new widgets built off the insights from analytics
- They will put things you care about front and center:
- High priority content
- Opportunities to increase streaming hours

Offer classification



● Tentpole

60

● Standard

20

Growth opportunities

Asset	Stream hours	
en-US subtitles in IN	+36%	
ja-JP subtitles in KR	+24%	
es-ES subtitles in US	+8%	

The widgets are coming!

New widgets will allow quick filtering to see actions for high priority content as well as growth opportunities to increase streaming hours.

Assets Tab & Quick View Roadmap

- Adding title-level defect detection for EMA Avails and MMC Manifests to the tab
- New bulk exports for proxies & defects
- Expanding coverage in Asset Quick View for defects in artwork, metadata, and avails

SKU(s) ↓↑	Content type ↓↑	Asset type ↓↑	Sub type ↓↑	Action needed ⓘ ↓↑	Required ⓘ ↓↑	Delivery status ⓘ ↓↑	File icon
(2026) 97411453	Movie	EMA Avail	Single title	Action needed	Required	Failed ⓘ	
(2026) 97411453	Movie	Metadata	MMC	Action needed	Required	Failed ⓘ	
(2026) 97411453	Movie	Timed Text	Caption	Action needed	Required w/ options	Pending delivery	N/A
(2026) 97411453	Movie	Timed Text	Subtitle	Action recommended	Recommended	Pending delivery	N/A
(2026) 97411453	Movie	Artwork	Cover art (16:9)	No action needed	Required	Fulfilled	

MMC and EMA Avail coming to Assets tab

We're expanding title level defect detection to help you identify issues before content goes live

Assets Tab & Quick View Roadmap



Export...

Assets (Custom #1 columns)

Assets (Default columns)

Errors

Errors with proxy links (First 100 results)

Proxy links for playable assets (First 100 results)

View export history

All exports reflect your current filters. Error and proxy exports show a fixed set of columns. Proxy

Bulk proxy and defect exports

Bulk proxy link export and bulk defect list export will be enabled right from the Assets Tab.

Enablement Date: May 5, 2026

Expand all

ERRORS 2

Product Detail Mojibake

Mojibake in synopsis.

Learn more Contact us

Rule source: Quality (Manual)

Not an error?

Product Detail Sequence: Episode Sequence...

ASSET DETAILS

Detailed metadata defects

Metadata defects will surface in Asset Quick View.

Enablement Date: June 15, 2026

Expand all

ERRORS 2

Image Quality Aspect Ratio

Stretched, distorted, or incorrect aspect ratio

Learn more Contact us

Rule source: Quality (Manual)

Not an error?

Image Quality Aspect Ratio Weapon

ASSET DETAILS

Detailed artwork defects

Artwork defects will surface in Asset Quick View.

Enablement Date: June 15, 2026

Assets Tab & Quick View Roadmap



Expand all

ERRORS 2

^ Duplicate IDs

Duplicate IDs found. Ensure the IDs in Inventory/ Presentations/Experiences are unique. Please refer to the MMC Asset Manifest in Support for [more information](#).

[Learn more](#) [Contact us](#)

First detection date: 02 Apr 2026 00:00:00 UTC

Rule source: Publishing spec

Invalid locale

Detailed manifest defects

MMC file title-level defects will get their own quick view upon row click

Enablement Date: June 15, 2026

Expand all

ERRORS 2

^ Invalid attributes

Please provide valid values for the following required scope attributes: DisplayName, Territory, WorkType and LicenseType.

[Learn more](#) [Contact us](#)

First detection date: 02 Apr 2026 00:00:00 UTC

Rule source: Publishing spec

Avail ingestion errors

Detailed avail defects

EMA file title-level defects will get their own quick view upon row click

Enablement Date: June 15, 2026

Filter Catalog to related titles

Titles

Filter Catalog to related avails

Avails

Filter Catalog to related assets

Assets

Download original EMA file

Download EMA (Original)

Download EMA file with errors

Download EMA (With errors)

View Prime Video delivery spec

View spec

+

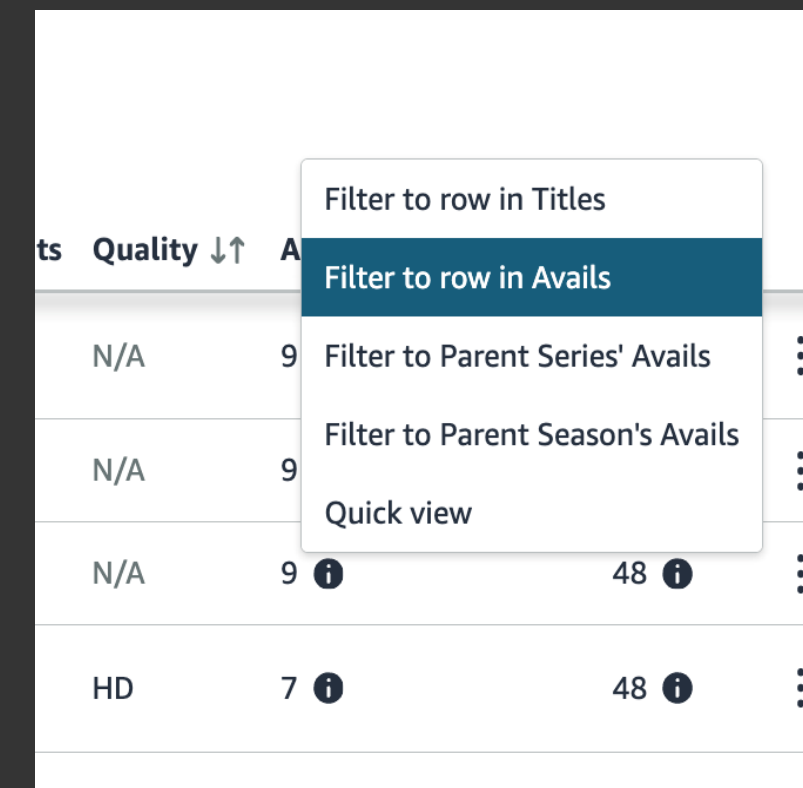
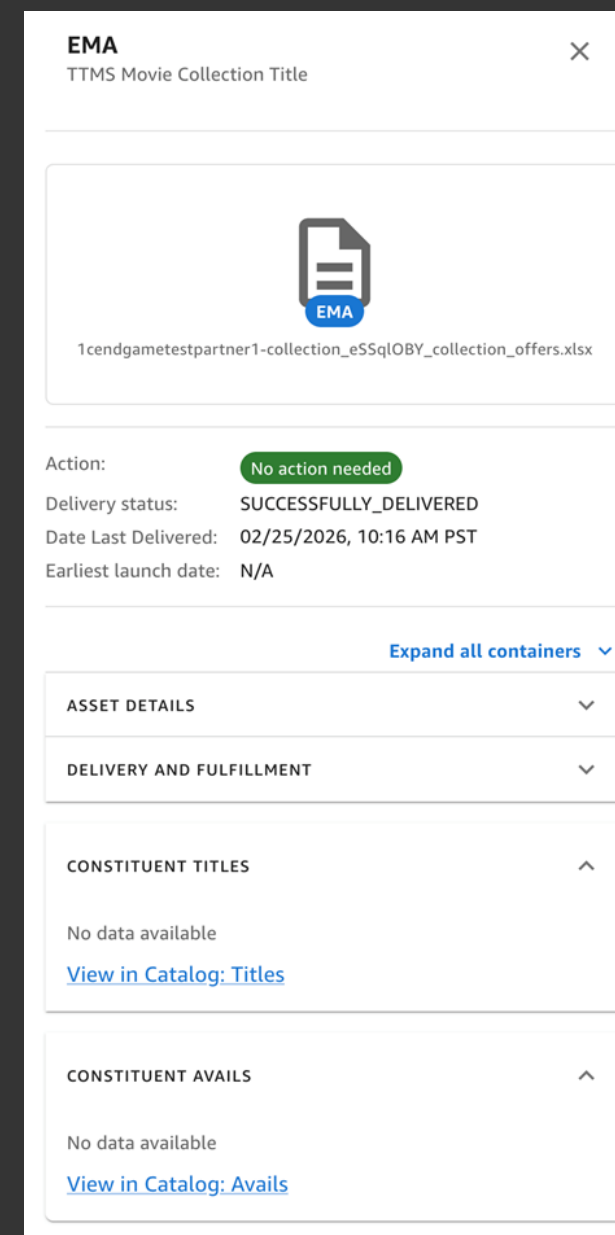
New filter and download capabilities

Dowload versions of the EMA without leaving Asset Quick View.

Enablement Date: June 15, 2026

Avails Tab & Quick View Roadmap

- Extending the Quick View feature to the Avails tab, like the experience on the Assets tab
- The new experience will offer visibility on EMA Avail defects, publishing requirements, Live on-Site detail, and a display of avail windows



Introducing the new Avail Quick View!

The panel will look similar to Asset Quick View, and a new window will give visibility on avail windows. Enablement Date: June 15, 2026

APIs Roadmap

Prime Video's Partner APIs roadmap is a multi-year effort to modernize how content partners deliver, manage, and track their titles across the Prime Video ecosystem. In 2026, we are focusing on delivery APIs, including support for partial delivery and fulfillment vendor permissions.



Transform Your Content Delivery.

In 2026, Prime Video will enable APIs for Metadata, Asset Delivery, Permissions, and Partial Updates.

Upcoming API Features: Transform Your Content Delivery

Prime Video's 2026 API expansion delivers the tools you need to automate delivery, reduce costs, and scale faster.

Metadata API

Eliminate resubmission bottlenecks. Update ratings, genres, or descriptions instantly with real-time validation—no more waiting days for simple changes to go live.

Launching Q4 2026

Asset Delivery API

Automate MMC content delivery with partial update support
Direct S3 bucket integration for seamless file transfers
Eliminate manual package submissions

Launching Q4 2026

Enhanced Permissions

Control who sees what. Set default access levels for your fulfillment vendors while maintaining full oversight of your content workflow—security and flexibility in one solution.

Please note "all in" permissions are available for your fulfillment vendor now.

Launching Q4 2026

APIs are automating the supply chain.

The 2026 API roadmap enables programmatic delivery of full title packages through APIs for metadata and asset delivery—closing the loop from ingestion to delivery.

1

Lower Delivery Cost and Ops Overhead



Delivery APIs enable programmatic, partial updates—eliminating repeated full-package submissions. This reduces redelivery fees and operational effort, shifting from manual, cost-intensive delivery to automated, variable-cost operations.

2

3 x Faster Time to Market

Real-time validation and error feedback reduce iteration cycles and improve first-pass success—especially for high-volume updates and time-sensitive launches. Partners gain greater launch readiness and publishing predictability.

3

Scalable Foundation for Growth

Delivery APIs support movies, episodic, clips, and emerging formats without rebuilding workflows. This accelerates expansion by 30%, simplifies new business model onboarding, and reduces long-term integration risk.

Aspera on Cloud & S3 Roadmap

- New Aspera on Cloud delivery infrastructure
- Same license and delivery methods
- New log in credentials
- Two factor authentication required
- 24-hour authentication keys for deliveries

IBM Aspera on CloudAdmin

Dashboard

Workspaces

Users

Groups

Subscription

Organization settings

Applications

Integrations

Authentication

Nodes and storage

Nodes

Network policies

Configuration policies

Settings

Workspaces

☐	Name	Node
☐	A AIV-RECEPTION-BETA	hsts-aspera-aiv-r
☐	A aiv-reception-beta-root	hsts-aiv-reception
☐	DW Default Workspace	Built-in node
☐	DW Default Workspace - test Default Workspace for testing	aspera-hsts-alpha
☐	T Test-workspace-for-test-prod-bucket	test-pv-aspera-co

Aspera on Cloud is coming

By end of July 2026, Prime Video is migrating to an Aspera on Cloud infrastructure for partners using IBM Aspera to deliver their content.



Aspera on cloud or just switch to Amazon S3?

S3 offers faster speeds, built-in encryption, and lower pricing.

1

Faster Speeds



Files delivered via S3 Push Delivery transfer up to 3x faster than those via other bulk delivery methods.

2

Built-in Encryption

Amazon S3 is built with encryption which ensures the safest of your data.

3

Lower Pricing

Incur costs as you transfer data, pay only for what you use. Partners saved 95% (roughly \$14K) for every 1PB delivered.

Slate Support Roadmap



File(s)	Associated Specification Page	Notes	Last Updated
MMC Manifest v1.10 sample files	MMC Manifest specification	Samples cover Movie & TV Series Manifests for minimum requirements to publish content.	November 2023
MEC Sample Files	MEC Metadata specification	Samples cover Movie & TV Series Metadata for minimum requirements to publish content. Note that there are four templates based on the type of content—Feature, Series, Season, and Episode. MEC Metadata must be submitted for each content type. For example, when delivering a TV series, you must deliver a Series MEC, a Season MEC for each season within the series, and an Episode MEC for each episode within each season.	April 2026
VAM Sample Files	Value Added Material	Samples cover MEC and MMC for VAM (trailer and bonus) content for Movies & TV.	April 2026
EMA Avail Sample File	Content rights	Samples cover EMA templates for Movies, TV Series, and VAM . Updated to highlight what schema is required, discarded, or required in specific situation. Definition directories also updated.	April 2026

Streamlined Spec For Self-service A+ Features

To clearly tell studios how to prioritize inputs that maximize customer engagement in the storefront via our A+ features, we have pruned spec pages and refreshed sample files.

Contact us

Slate - General Feedback

Your input helps shape the future of Slate! We use your feedback to identify ways to improve our product and plan future enhancements.

Important: This form is not intended for customer support requests. While your feedback will be carefully reviewed by our product teams, you will not receive a direct email response. If you need technical assistance or have an urgent issue, please use our Contact Us form.

Ready to share your thoughts? Please fill out the form below.

Feedback Type

Feature Request

Product

Catalog | Titles Tab

Feedback

Provide feedback here

Submit Poll

Contact Us For Feature Requests & More

Leverage Contact Us to request features for Slate, to highlight paper cuts and pain points in your workflows, or to tell us what is working well.

English

AI Assistant

Hi, I'm Prime Video Slate's AI Assistant! I'm here to help you navigate Slate and make content management easier for you. I can:

• Guide you through common tasks like adding and managing team members, setting up payment information, and using Slate's tools

• Help you troubleshoot issues with step-by-step instructions based on Prime Video's

Slate’s Improved AI Assistant

We are updating our Support Guide to address common Contact Us queries and continuing to improve our AI Assistant.

Slate Support Guide:

Spotlight on Spec Streamlining

To date, we've focused on the following 3 Movie Labs specs: EMA Avails Content Rights, MEC Metadata, and MMC Manifest. The streamlined spec documentation and 2 flavors of sample files have been verified for consistency against our validators and all publishing requirements.

Content Rights

- One landing page for content rights, reduced from six pages to one.
- Mapped requirements to CX features by WorkType.
- API mappings for each EMA field.

Basic Sample Files: April 17, 2026
A+ Sample Files: June 30, 2026

MEC Metadata

- Mapped requirements to CX features by WorkType.
- Added field requirements by WorkType in table form.

Basic Sample Files: April 17, 2026
A+ Sample Files: June 30, 2026

MMC Manifest

- Mapped requirements to CX features by WorkType.
- Included poster artwork requirements.

Basic Sample Files: April 17, 2026
A+ Sample Files: June 30, 2026

Making Slate Support easier to use & more constructive

We started with the Content Rights, Metadata, and Manifest pages but there's more to come by end of 2026.

1

Maximize discoverability with self-service, how-to documentation



In 2025, 450+ partners accessed our sample files. We are updating these files, spec pages, and FAQs, so they not only surface minimum requirements but also provide insight into how to maximize discoverability features and reach more customers.

2

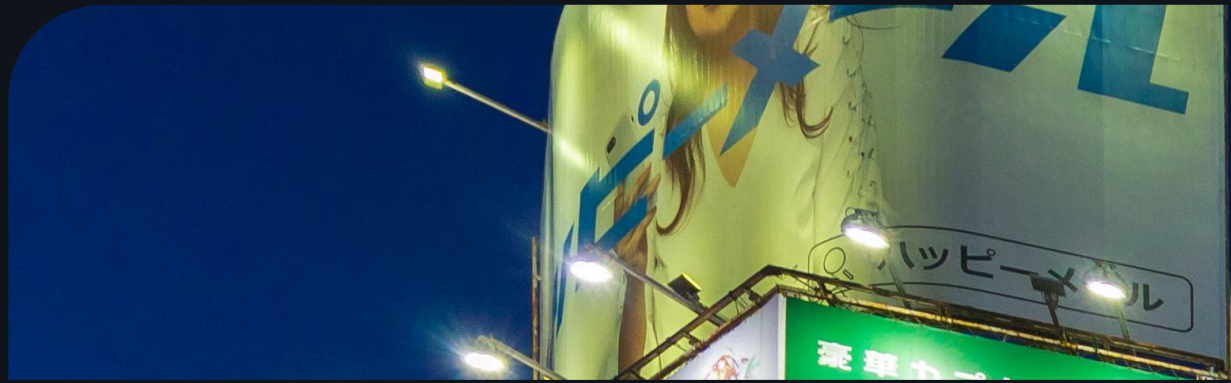
Voice of Partner is always on via Contact Us' General Feedback

PV listens to partners. If you can't make it to a VoP Focus Group, simply share your feature requests, paper cuts, pain points, and praise 24/7 via Contact Us.

3

Contacts Us & AI Assistant Improvements

Using Contact Us inquiry data, we're ensuring that the updates you care about come first and that the Slate Support AI Assistant is integrated with all updates.



Thank You



Spec for premium VAM bundles

EMA Avails

- Submit Worktype = Supplemental
- Partners must specify PriceType = bundle-only

MEC Metadata

- Submit parent movie metadata
- Submit Worktype = supplemental; relationshipType= issupplementto
- Parent ID should include the Movie ID

MMC Asset Manifest

- For Bonus: <manifest:Type>Main</manifest:Type>; <manifest:SubType>Bonus</manifest:SubType>

Playable Assets

- Submit for Trailers and Bonus:
 - Component-based package
 - Semi-Textless Mezzanine
 - Discrete Timed Text and Secondary Audio
- Content must adhere to same localization requirements as feature content

Artwork

- Submit artwork for parent content (season or movie):
- 16:9 bonus artwork and 2:3 poster art with a title text overlay to support discovery

Spec for Sign Language



EMA Avails

- No change

MEC Metadata

- No change

MMC Asset Manifest

- Secondary video tagged with Sign Language code

Playable Assets

- HD interpreter video

Artwork

- Sign Language specific artwork tagged with Sign Language code

Spec for Clips XML



EMA Avails

- Not applicable

MEC Metadata

- Not applicable

MMC Asset Manifest

- Not applicable

Playable Assets

- .mp4, maximum file size of 750MB, maximum bitrate of 50Mbps
- Audio codecs: AAC, Stereo
- Minimum 1080x1920px or 1920x1080px
- Maximum 2160x3840px or 3840x2160px

Artwork

- Not required

Spec for Clips MEC



EMA Avails

- No change if inheriting from parent title
- If different, please submit an avail

MEC Metadata

- WorkType = Excerpt
- TitleDisplayUnlimited = Required
- Summary 400 = Required
- ReleaseYear = Required
- AltIdentifier = SKU must match Avails
- ContentRelatedTo = ClipsAssociatedTitle
- AssociatedOrg = organizationalID = PartnerAlias

MMC Asset Manifest

- Experiences Audiovisual Type: Main
- Experiences Audiovisual Subtype: QuickClips

Playable Assets

- .mp4, maximum file size of 750MB, maximum bitrate of 50Mbps
- Audio codecs: AAC, Stereo
- Minimum 1080x1920px or 1920x1080px
- Maximum 2160x3840px or 3840x2160px

Artwork

- Not required