

IMDb to Showcase Innovative B2B Data Licensing Solutions with AWS at the NAB Show, April 5-9, 2025 at the Las Vegas Convention Center

IMDb activation includes an AWS Theater Session with Pluto TV and highlights the newly enhanced IMDb Parents Guide and MetaBroadcast Audit for Media & Entertainment

*IMDb empowers companies to grow their businesses with authoritative movie and TV information and exclusive insights from the more than 250 million monthly visitors to IMDb;
Learn more at developer.imdb.com*

SEATTLE—April 1, 2025—IMDb (www.imdb.com), the world's most popular and authoritative source for information on movies, TV shows, and celebrities, announced today that it will showcase its innovative B2B data licensing solutions and customer success stories as part of the AWS activation at the NAB Show, April 5-9, 2025 at the Las Vegas Convention Center.

The IMDb activation will include a live Q&A in the AWS Theater, where IMDb will be joined by content metadata experts from Pluto TV. This session will explore how Pluto TV leverages authoritative IMDb data licensed through AWS Marketplace to power content strategy and supply-chain innovation. This AWS Theater Session with AWS Marketplace will be on Tuesday, April 8, 3:30-4PM PT, in the AWS Booth W1701.

At the NAB Show, IMDb representatives are available to meet with prospective customers about growing their businesses by leveraging IMDb information and insights including the newly enhanced IMDb Parents Guide, which provides severity ratings and scene descriptions for more than 190,000 movies, TV shows, and video games and is updated daily. The IMDb Parents Guide, now available on AWS Marketplace, draws from the collective insights of the global IMDb community and supports companies specializing in brand safety and content personalization. Digital advertisers can use this resource to extract contextual information, assessing title appropriateness for brand safety in online advertising. Streaming providers can leverage the detailed scene descriptions to enhance content recommendation algorithms and search functionality, enabling more precise filtering and personalized recommendations based on viewer sensitivities. Companies interested in meeting with IMDb at the NAB Show should email imdb-licensing@imdb.com.

The IMDb activation will also showcase the MetaBroadcast Audit for Media & Entertainment, which leverages IMDb data to provide customers with deep insights into the completeness, accuracy, and consistency of the metadata to enrich their media catalogs. Now available on AWS Marketplace, this powerful new service results in a tangible plan for companies to reduce metadata costs and deliver more efficient content discovery, distribution, and monetization across all platforms by addressing the challenges of inconsistent and siloed metadata.

“In today’s rapidly transforming media and entertainment landscape, IMDb is committed to providing innovative solutions that empower businesses to make data-driven decisions and enhance their user experiences,” said Nikki Santoro, CEO of IMDb. “At the NAB Show, we're showcasing how the unique tools and insights we offer enable our licensing customers to deliver more personalized content experiences, enhance brand safety in advertising, and optimize their metadata management.”

IMDb empowers companies to grow their businesses with authoritative movie and TV information and exclusive insights from the more than 250 million monthly visitors to IMDb. Companies including film studios, OTT services, television networks, airlines, cable companies, electronics manufacturers, non-profit organizations, and software developers rely on IMDb information and insights to improve their own customers' experience, power investment decisions, shape sentiment analysis, inform content acquisition strategies, and much more. IMDb data licensing is fulfilled through AWS Data Exchange, a service that makes it easy for millions of Amazon Web Services (AWS) customers to securely find, subscribe to, and use third-party data in the cloud. Learn more at developer.imdb.com.

About IMDb

IMDb is the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Hundreds of millions of customers all over the world rely on IMDb to discover and decide what to watch, advance their professional entertainment careers through IMDbPro, and grow their businesses using IMDb data and trending insights. Products and services to help fans discover and decide what to watch and where to watch it include: the IMDb website for [desktop](#) and [mobile devices](#); [apps](#) for iOS and Android; and, X-Ray on Prime Video. For entertainment industry professionals, IMDb provides [IMDbPro](#) and [Box Office Mojo](#). IMDb licenses information from its vast and authoritative database to third-party businesses worldwide; learn more at developer.imdb.com. IMDb is an Amazon company. For more information, visit www.imdb.com/press and follow @IMDb.

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