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IBC 2026: AWS Elemental Adds New Multiview, AI-Generated Metadata, Ad-Monetization Tools



By: [Jason Dachman](#), Editorial Director, U.S. • Posted on:

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Ahead of IBC 2026, AWS is [introducing four capabilities across its AWS Elemental portfolio](#), targeting multi-feed viewing, real-time content metadata, and ad monetization for live streams: MediaPackage Dynamic Multiview, Inference Contextual Metadata, MediaTailor Yield Optimization, and MediaTailor Low-Latency Ad Insertion.

AWS Elemental MediaPackage Dynamic Multiview allows viewers to choose their own multi-camera layout from a single set of encoded sources, delivered to any device over standard HTTP Live Streaming (HLS) or Dynamic Adaptive Streaming over HTTP (DASH), without per-layout encoding costs. Dynamic Multiview makes it possible for fans to pick their own camera angle — player cams, tactical views, sideline — while the broadcaster manages a single workflow behind the scenes. For broadcasters, it cuts encoding costs by up to 97%, according to AWS.

AWS Elemental Inference Contextual Metadata extracts AI-generated metadata from live video in real time, powering personalized video experiences and contextual ad decisioning. This new capability allows video to understand itself — identify objects, actions, brands, and sentiment in every frame, in real time, with no human tagging. That means automated highlight clips, smarter ad placement, and instant content moderation.

AWS Elemental MediaTailor Yield Optimization automates backfill of unfilled ad inventory using Amazon Publisher Services (APS) demand, giving streaming TV publishers incremental revenue with zero setup cost. Yield Optimization deploys machine learning to fill ad inventory and increases revenue per impression without hurting the viewing experience. It analyzes viewer context and demand signals in real time to compose the optimal ad break.

AWS Elemental MediaTailor Low-Latency Ad Insertion extends personalized ad insertion of MediaTailor to low-latency streams using Apple's HLS interstitials, so publishers no longer have to choose between fast delivery and ad revenue.

These new capabilities join the add to a growing AWS Elemental portfolio that includes the recently launched [Inference](#) for automated vertical video production.

MediaPackage Dynamic Multiview: Server-side Multiview, Stitched on Demand

Multifeed viewing has become a fixture of live content, whether that means multiple camera angles for a single event, simultaneous games on one screen, or curated linear bundles combining news, sports, and entertainment into a single view.

AWS positions Dynamic Multiview against the trade-offs of existing approaches: tiled encoding limits reach to HEVC-capable devices, client-side compositing requires custom SDKs for each device, and server-side compositing requires pre-encoding every layout combination, with each combination costing as much as a new channel. According to the company, large operators using server-side compositing vendors spend \$2 million–\$12 million per year on infrastructure alone, and most streaming platforms cannot justify the investment at any price.



MediaPackage Dynamic Multiview assembles multicamera and multifeed layouts on demand from encoded sources and delivers them as a single adaptive-bitrate stream via HLS or DASH. Sources are encoded once through AWS Elemental MediaLive, and MediaPackage composites layouts in the compressed domain with no re-encoding. AWS says the output reaches more than 95% of consumer devices with a single DRM key and requires no client SDK, per-device builds, or additional vendors. By compositing in the compressed domain rather than re-encoding per layout, the company adds, the service delivers as much as 97% in cost savings compared with approaches that require a separate video stream for every viewing combination.

“AWS Elemental MediaPackage Multiview lets us deliver multiple synchronized camera angles within a single stream, putting our subscribers in control of how they experience live sports,” says **Akash Saxena**, CTO, JioHotstar. “The server-side composition approach scales this premium experience to over 100 million viewers without multiplying origin complexity or CDN costs, giving us a true differentiator in India's competitive OTT landscape.”

Inference Contextual Metadata: Understanding Content in Real Time

Personalized video experiences — surfacing the right highlight clip, recommending related content, matching an ad creative to the moment — begin with metadata, which at broadcast scale has previously required either manual tagging or purpose-built machine-learning infrastructure.

Elemental Inference Contextual Metadata generates scene-level metadata from live video in real time, running computer-vision models in parallel with encoding to identify objects, actions, brands, on-screen text, and sentiment from the video itself. Metadata is emitted through a standard API aligned to the IAB content taxonomy and GARM brand-suitability categories. Downstream workflows include automated highlight clipping, content discovery, contextual ad decisioning through Elemental MediaTailor, and content moderation, all without custom ML infrastructure.

MediaTailor Yield Optimization & Low Latency Ad Insertion: Expanding Ad Monetization

MediaTailor Yield Optimization fills available ad slots with Amazon Ads inventory during ad insertion, converting dead air and slate video into monetized impressions. The capability carries no cost to enable and requires no additional infrastructure. Because the ads are stitched into the stream server-side before it reaches the viewer, they play on every device, cannot be blocked, and transition without buffering. At launch, the capability is available to APS streaming-TV publishers.

The service is built for large-scale live events such as professional league championships, with low latency and fast response times, and filters demand by category to avoid competitive conflicts within the same break. If a sports-drink brand is running a direct-sold spot, for example, Yield Optimization will not fill an adjacent slot with a competing beverage advertiser. Publishers set their own price floors and category rules.

MediaTailor Low-Latency Ad Insertion: Ads in low-latency streams

MediaTailor Low-Latency Ad Insertion extends the service's personalized, server-side ad insertion to low-latency streams using Apple's HLS interstitials, a server-guided ad insertion approach. As audiences increasingly expect streams to keep pace with social — a goal scored, a breaking headline, a viral moment — publishers face pressure not to let the timeline spoil the moment before the stream delivers it.

“Our team set out to monetize low-latency streaming without giving up the latency itself, which had not been done on our platform before,” says **Claudio Rodrigues da Silva**, head of IT, Streamco. “Through DSPORTS's coverage of the FIFA World Cup 2026, we held six seconds glass-to-glass with ads running

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across every match, built on AWS Elemental MediaTailor and Amazon CloudFront.”

Bringing It All Together: How the Pieces Connect

All four capabilities run within the AWS Elemental services already handling live streams globally, under the same 99.9% SLAs and the same operational model, with no additional vendors to onboard. Elemental Inference generates metadata that informs yield decisions, MediaPackage Dynamic Multiview handles personalized viewing and ad experiences at scale, and MediaTailor low-latency insertion is designed to keep impressions from being left behind as stream latency drops.

MediaPackage Dynamic Multiview and Elemental Inference Contextual Metadata are available now through the MediaPackage and MediaLive consoles; MediaTailor Yield Optimization and Low-Latency Ad Insertion are available through the MediaTailor console. AWS will demonstrate the capabilities at IBC 2026 (stand 5.C90), running Sept. 12–15 in Amsterdam.

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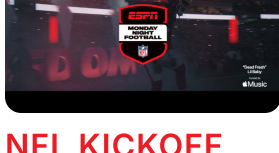
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