

# Why IMDb?

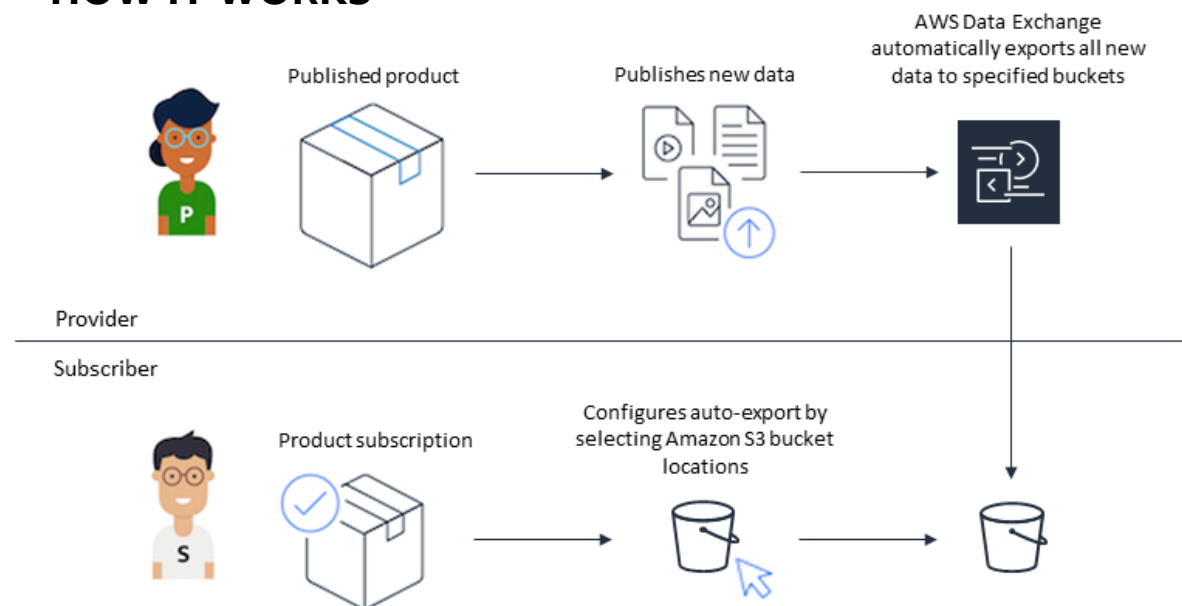
1. Power relevant, personalized content recommendations to increase engagement and retention.
2. Drive subscriber and transaction growth by surfacing the most valuable content.
3. Measure and model performance with box office, unique ratings insights, and NEW IMDb Meters.
4. Add quality control and assurance to AI generated content, identify hallucinations.
5. Spend less time managing workflows by automating metadata in the supply chain.
6. Leverage IMDb's unique IDs as canonical reference for catalog management, matching, and enrichment.
7. Build brand trust with authoritative IMDb ratings from the world's largest entertainment fan community.

<https://developer.imdb.com>

## LEVERAGE THE WORLD'S MOST AUTHORITATIVE SOURCE OF GLOBAL ENTERTAINMENT DATA

Access hundreds of millions of data points in the cloud via a GraphQL-backed API or bulk JSON files, available through AWS Data Exchange (ADX). IMDb's structured licensed data spans 10+ million titles and 14+ million people including global catalog metadata, unique canonical IDs, international box office receipts, and 1+ billion star ratings from fans all over the world.

## HOW IT WORKS



**10+ million**

Movies, TV/OTT shows,  
& video games from  
production through  
release

**14+ million**

Cast, crew, &  
entertainment  
professionals

**1+ billion**

Star ratings from  
fans globally

**Essential**

Metadata including plots,  
primary artwork, genres,  
categorized keywords, full  
cast/crew listings, awards,  
and more

**IMDb**

# CORE DATA PACKAGES

## 1. IMDb Ratings for Movies/TV/OTT (\$50k/yr.)

- Avg. star rating per title
- Number of votes
- + Identifying title info (title ID, type, primary title/release)



## 2. IMDb Essential Metadata for Movies/TV/OTT (\$150k/yr.)

IMDb Ratings	Name Fields	Company Data
Avg. star rating	Primary name	Global distributors
Number of votes	Unique IMDb name ID	Production companies
	Full credit history/filmo	SFX/VFX & other
Core Title Fields	Awards (noms & wins)	Other Fields
Primary title/release year	Known for titles	Awards (noms & wins)
Title type	Death status	Filming locations
Unique IMDb title ID	Enrichment Fields	Title connections
Other title AKAs by country	Plots (short, medium, long)	Official site links
Release dates by country	Primary poster	Taglines
Country of origin	Primary cast & full cast	
Languages spoken	Primary crew & full crew	
Production status	Genres	
Runtime	Keywords	
Global certificates	Keyword categories	
Color info		

## 3. IMDb Essential Metadata + Box Office Mojo (\$400k/yr.)

Includes all fields from no. 2 plus:

- Box Office Fields
- Production budget
- Opening weekend by country
- Gross to date by country

# ADD-ON/ENHANCEMENT PRODUCTS



1. NEW: IMDb Meters (see next slide)
2. User-Written Reviews (example below)
3. Parents' Guide (example top right)
4. Trivia & Goofs (example bottom left)

★ 10/10

Is it possible the makers understand how incredible this film is?

srcoper-756-646671 December 22, 2020

You only get to watch this for the first time once, so choose your state of mind carefully. It is a film about movies and dreams and reality, and what sort of life it is best to find when you leave the cinema and return to whatever you left to enter. It is spectacular, and brutal, and enigmatic and disturbing. It is beautiful and absorbing. It is about one of my favourite characters ever to grace the screen. I don't see it often, in case it's not as good as I like to remember it. That is my secret, that I lock away in my safe in the basement. That somewhere there is a perfect world for us all. For some, perhaps it is in the cinema watching this.

175 of 206 found this review helpful

Parents' guide

See All

Rated PG-13 for sequences of violence and action throughout

Sex & Nudity: None

Violence & Gore: Moderate

Profanity: Mild

Alcohol, Drugs & Smoking: Mild

Frightening & Intense Scenes: Moderate

In an interview with "Entertainment Weekly", writer, producer, and director Christopher Nolan explained that he based roles of the Inception team similar to roles that are used in filmmaking, Cobb is the director, Arthur is the producer, Ariadne is the production designer, Eames is the actor, Saito is the studio, and Fischer is the audience. "In trying to write a team-based creative process, I wrote the one I know", said Nolan.

2179 of 2203 found this interesting



### NEW: IMDb Meters

Title and people rankings derived from the interactions of the IMDb global audience of 250MM monthly visitors, providing unique insights into the popularity and relevancy of movies, TV shows, and the talent making them.

### Available IMDb Meter Datasets

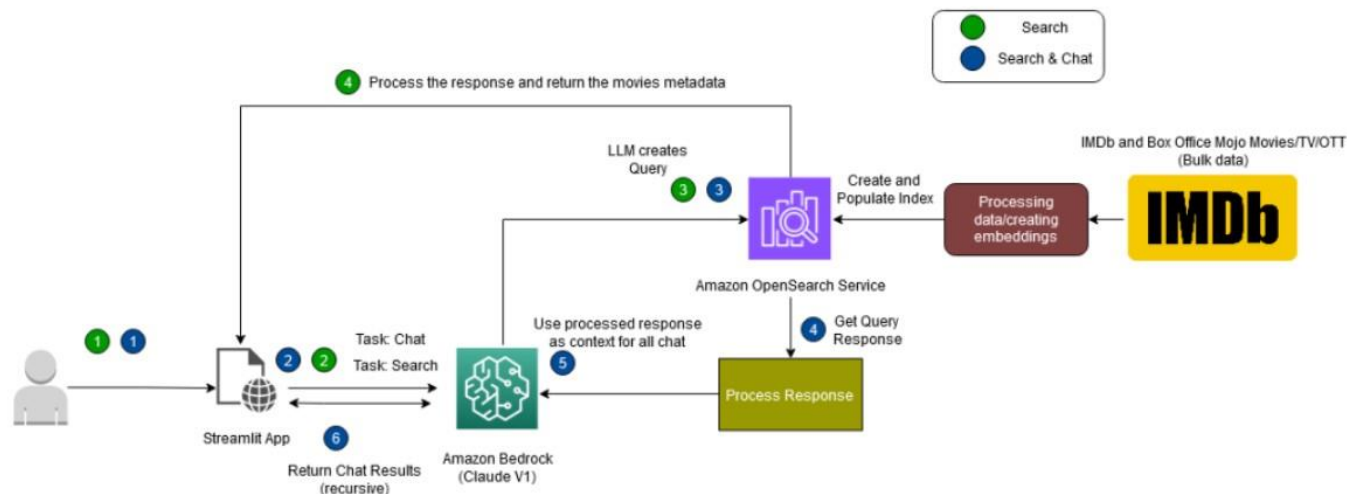
- 1. Top 5k Most Popular Titles (global)
- 2. Top 5k Most Popular People/Talent (global)
- 3&4. Top 100 Local\* Titles and People/Talent

\*Derived from the location of the IMDb users interacting with the pages on IMDb. Regions include: Australia, Brazil, Canada, Germany, Spain, France, United Kingdom, Indonesia, India, Italy, South Korea, Japan, Netherlands, Philippines, Poland, Sweden, Singapore, Turkey, United Arab Emirates and United States.

	Name ▾	Title type ▾	Title status	Genre	Run time ▾	Top cast	MOVIEmeter ▴	IMDb Rating ▾	Production Co. ▾
	Five Nights at Freddy's	Movie	Released	Horror, Mystery, Thriller	109 min	Josh Hutcherson, Piper Rubio, Elizabeth Lail	1	5.5/10	Universal Pictures
	The Fall of the House of Usher	TV Mini-Series	Released	Drama, Horror, Mystery	493 min	Carla Gugino, Bruce Greenwood, Mary McDonnell	2	8.0/10	Intrepid Pictures
	Killers of the Flower Moon	Movie	Released	Crime, Drama, History	206 min	Robert De Niro, Lily Gladstone, Jesse Plemons	3		
	Bodies (2023)	TV Mini-Series	Released	Crime, Drama, History	455 min	Amaka Okafor, Kyle Soller, Stephen Graham	4		
	Loki (2021- )	TV Series	Released	Action, Adventure, Fantasy	53 min	Sophia Di Martino, Owen Wilson, Wunmi Mosaku	5		
	Pain Hustlers (2023)	Movie	Released	Crime, Drama	122 min	Chris Evans, Catherine O'Hara, Andy Garcia	6		
	Gen V (2023- )	TV Series	Released	Action, Adventure, Comedy	50 min	Jaz Sinclair, Chance Perdomo, Lizze Broadway	7		
	Friends (1994-2004)	TV Series	Released	Comedy, Romance	5280 min	Jennifer Aniston, Lisa Kudrow, Matt LeBlanc	8		
	A Haunting in Venice	Movie	Released	Crime, Drama, Horror	103 min	Dylan Corbett-Bader, Amir El-Masry, Riccardo Scamarcio	9		

Name ▾	Profession	STARmeter ▴	Known for titles
Matthew Perry	Actor, Producer, Writer	1	Friends (1994), Studio 60 on the Sunset Strip (2006), The Whole Nine Yards (2000), The Ron Clark Story (2006)
Carla Gugino	Actress, Producer, Soundtrack	2	Watchmen (2009), Gerald's Game (2017), American Gangster (2007), San Andreas (2015)
John Bennett Perry	Actor, Soundtrack	3	George of the Jungle (1997), Independence Day (1996), Fools Rush In (1997), The Legend of the Lone Ranger (1981)
Elizabeth Lail	Actress	4	Five Nights at Freddy's (2023), Countdown (2019), You (2018), Once Upon a Time (2011)
Shira Haas	Actress, Soundtrack	5	Shtisel (2013), Unorthodox (2020), Asia (2020), Broken Mirrors (2018)
Kate Siegel	Actress, Writer, Make-Up Department	6	Hush (2016), The Haunting of Hill House (2018), Midnight Mass (2021), The Time Traveler's Wife (2022) The Hunger Games (2012), The

## RESOURCES: How to leverage IMDb data to fulfill common use cases



## CASE STUDIES

1. **MetaBroadcast:** Improved Operational Efficiency and Customer Time on RadioTimes.com Empowered by MetaBroadcast Using AWS and IMDb  
[READ MORE](#)
2. **Fabric:** IMDb and Fabric Inc. team up to enrich media and entertainment catalogs with an integrated solution  
[READ MORE](#)
3. **Tableau:** Accessing IMDb-Licensed Content for Visualizations through AWS data Exchange with Tableau  
[READ MORE](#)

## BLOGS

IMDb

1. How to use IMDb data in Search and Machine Learning Applications  
[READ MORE](#)
2. Power Recommendation and Search using an IMDb Knowledge Graph:  
[PART 1](#), [PART 2](#), [PART 3](#)
3. Build generative AI conversational search assistant on IMDb dataset using Amazon Bedrock and Amazon OpenSearch Service  
[READ MORE](#)
4. Build a movie chatbot for TV/OTT platforms using Retrieval Augmented Generation in Amazon Bedrock  
[READ MORE](#)
5. Unlock personalized experiences powered by AI using Amazon Personalize and Amazon OpenSearch Service  
[READ MORE](#)
6. Dynamic FAST channels powered by Amazon Bedrock and IMDb data  
[READ MORE](#)

## DEMOS

- 1. Hyper-Personalized Video On-Demand**  
Delivers tailored movie and show recommendations based on individual user viewing histories. [READ MORE](#)
- 2. Automated Workflows from Production to Distribution**  
Showcasing how M&E content can be ingested, organized, enhanced, monetized, and distributed to downstream platforms through automated workflows. [READ MORE](#)
- 3. Transforming Media Data into Business Value with a Media & Entertainment Data Lake**  
Showcasing the creation of a M&E focused Data Lake that transforms raw data into actionable insights. [READ MORE](#)
- 4. Optimized FAST channel creation**  
Enabling content library owners to automatically generate revenue-optimized FAST channel programming slates that can be optimized over time based on user behavior data. [READ MORE](#)
- 5. From Live Ingest to Monetizable Highlights**  
Illustrating how broadcasters can optimize live content management, reduce manual effort, and accelerate the delivery of monetizable highlights across various channels. [READ MORE](#)

## RECORDED PRESENTATIONS

- 1. Top 3 ways IMDb's third-party data enhances user engagement and experience** [WATCH](#)
- 2. How to Seamlessly Enhance Catalog Metadata with IMDb, Fabric, and Sinclair Broadcast Group (NAB Show 2024)** [WATCH](#)
- 3. Fabric, Lionsgate, and IMDb at NAB 2023** [WATCH](#)
- 4. Iron Viz 2024 - Three data viz whizzes race the clock and battle dashboard-to-dashboard to create mind-blowing visualizations using IMDb data** [WATCH](#)
- 5. Authenticated Data Specification project's Final Showcase Session (IBC 2023)** [WATCH](#)



# CUSTOMER TESTIMONIALS



*"IMDb data forms the backbone of our analytics infrastructure. It is a rich, stable, and consistent source of title and talent metadata that is invaluable to our data transformation work within the rapidly evolving film industry."*

Chris Massey, Senior Vice President, Global Data Strategy & Transformation, [Universal Pictures](#)

*"IMDb is a highly valued service, making it easier for our users to select their preferred entertainment from an ever increasing amount of available content. IMDb provides credible insight and a broad range of data that enhances the entertainment experience."*

Kjetil Hagen, Head of Entertainment Content and Services, [Altibox](#)

*"IMDb has been invaluable in elevating the Samsung Smart TV experience. Their comprehensive database and support have been pivotal in enhancing our content curation and discovery features."*

Heeyeong Ahn, Vice President, [Samsung](#)

*"Licensing IMDb user ratings for campaigns provides industry credibility and empowers us to deliver lasting business impact for our customers."*

Melissa Sinkoski, COO, [Lerma Agency](#)

## GET IN TOUCH

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