amazon publisher services

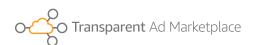# Helping publishers build, monetize, and grow their business.

aps

Amazon Publisher Services (APS) helps publishers around the world build, monetize, and grow thriving digital businesses through our suite of cloud-based solutions.

Since launching in 2016, APS has grown to support advanced advertising solutions across premium streaming TV, audio, web, and mobile app publishers. Current publishers include an extensive list of Comscore's global top 500.
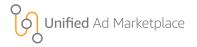

Our services help you grow revenue, improve user experience, and easily connect to ad tech service solutions with a single APS header bidding integration.

Our invite-only program enables us to manually review each publisher integration to ensure we deliver the highest value to publishers and advertisers. We bring advertisers meaningful reach and direct access to quality publishers.

Transparent Ad Marketplace

Transparent Ad Marketplace (TAM)
Easily improve revenue and user experience with one call to our server-side marketplace, where all bidders compete equally. TAM provides you the flexibility to keep your direct relationships with buyers.

Unified Ad Marketplace

Unified Ad Marketplace (UAM)
Have the option with UAM to have Amazon Publisher Services handle contracts and payments with all buyers.

Connections Marketplace

Connections Marketplace (CxM)
With CxM, discover and explore ad tech service solutions to help with addressability, ad quality, and monetization efforts. Activate multiple service solutions with no new development work through an existing APS integration. There are no APS fees to connect to services via CxM and you can initiate a connection in the APS portal.

To learn more, visit **aps.amazon.com**.