

From Asset to Experience: Governed, Agent-Driven Activation with AEM Dynamic Media

Consolidated Q&A · June 9, 2026

Getting Started & Licensing

Q How do we enable Dynamic Media within AEM Cloud?

A If you are on Cloud Service, you can enable it via Cloud Manager. You can also reach out to customer support to get it enabled.

A Reference documentation: <https://experienceleague.adobe.com/en/docs/experience-manager-cloud-service/content/assets/dynamicmedia/administering-dynamic-media>

Q Is Dynamic Media available out of the box, or is it an additional cost?

A If you have a Dynamic Media license, it is available out of the box with AEM Assets. You will need to set it up to generate Dynamic renditions. See the documentation link above for setup steps.

Q Is Dynamic Media Templates a separate SKU?

A No separate SKU – Dynamic Media Templates are available to Cloud Services customers.

Q Is Dynamic Media Classic deprecated?

A Dynamic Media Classic will continue to be supported and maintained for existing customers but all new innovation is focused on AEM Dynamic Media.

Q Will features shown in the webinar require a license upgrade? Which version and module (AEM as Cloud Service / Dynamic Media version) are needed?

A The features demonstrated require AEM Assets Cloud Service with a Dynamic Media license. Gated/governed asset delivery requires Dynamic Media with Open API, available with DM Ultimate. Reach out to your Adobe sales representative or TAM to discuss your specific contract and upgrade options.

Content Optimization Agent

Q Is the Content Optimization Agent available out of the box, or is it in beta?

A The agent is available for AEM customers – see the access documentation: <https://experienceleague.adobe.com/en/docs/experience-manager-cloud-service/content/ai-in-aem/agents/overview#accessing-agents>

Q Does this agent work with Dynamic Media Classic (Scene7), or only with Dynamic Media with Open API?

A The Content Optimization Agent works with Dynamic Media with Open API only. It is not compatible with DM Scene7/Classic.

Q What if our organization does not have access to the agent yet?

A Dynamic Media URLs will still return web-optimized formats without the agent. The agent provides the conversational interface on top. To access the agent, you need Dynamic Media with OpenAPI enabled on AEM as a cloud service environment.

Q Will the AI agent know about custom components used on my webpage?

A Currently it works only within image blocks inside the Universal Editor. An example prompt used in the demo: "Update the above URL in selected component."

Q Can the agent update an image across all locales (e.g., multiple LATAM sites) at once?

A Currently the agent updates one page/component at a time. Expanding to update multiple components at once is on the roadmap.

Q Does the agent optimize for mobile view as well?

A Yes – you can either specify a destination channel (e.g., Instagram, Facebook mobile) or provide a specific size in your prompt. The agent generates the rendition on the fly without creating a new file version in AEM; the original binary remains unchanged.

Q Do we store the inputs used when an image was created via the agent, for future reference or analytics?

A If you are using AI Assistant, it stores the conversation history, from which you can retrieve the generated URL.

Q Can you train the agent to follow global design standards and stay on-brand?

A Yes – the Governance Agent allows you to set brand guidelines, and the agent will adhere to them.

Dynamic Media Templates

Q Can the dynamic media template be used in an email tool outside of AEM (e.g., Adobe Journey Optimizer)?

A Yes. Dynamic Media Templates generate a URL that can be used in any email tool or platform – not just Adobe products. It supports native integration with AJO.

<https://experienceleague.adobe.com/en/docs/journey-optimizer/using/content-management/combine/aem-dynamic>

Q How is rights management handled for Dynamic Media Templates? Can anyone modify the image parameters?

A Adobe is working on restricting allowed parameter values to prevent unauthorized modifications. In the meantime, request obfuscation and request locking can be used to limit this risk.

Q Can we customize which parameters are exposed in a template?

A Yes. Beyond text, you can parameterize layer visibility, image source, text color, text font family, and more.

Q Can we predefine aspect ratios for various campaigns (email, social, sites, app)?

A Yes – this can be done using Dynamic Media Templates combined with presets. Presets allow you to define aspect ratios in advance for each channel.

Q What file format is required for a layered template file, and how do we join the beta program?

A You can start from an existing PSD file. To join the beta program, contact Adobe Support or scan the QR code shared during the webinar.

Q Is email personalization (e.g., different discount percentages per customer) driven by CSV parameters?

A CSV is one of the options. With Dynamic Media + AJO(Adobe Journey Optimizer), you can create a parameterized Dynamic Media template in AEM and then map those parameters in AJO to profile attributes, journey context, or conditional logic in the email designer. You can also power data through AEP, Content Fragments, or API integration.

Asset Delivery & Governance

Q How would I use Dynamic Media assets on a site outside of AEM?

A Dynamic Media outputs a URL that can be used anywhere – any site, mobile app, or email tool. You do not need AEM on the delivery side. Smart Crop and other optimizations are available via that URL regardless of where it is embedded. [Dynamic Media with Open API](#) enables robust integration with downstream applications.

Q If Dynamic Media links are enabled, are assets accessible to people even if the page is not published?

A Assets must be published/activated to be publicly accessible. However, secure preview is also available, which restricts delivery to specific IMS users or groups before public activation.

Q Does the activation time / scheduled delivery feature work through Dynamic Media, or can it be set when assets are uploaded via Cloud Manager?

A Scheduled activation (on time / off time) is configured through the AEM Assets UI, not Cloud Manager.

Q Will updates to an existing asset (e.g., uploading a new version) automatically update references on authored pages?

A Yes – if you are using the Content Optimization Agent with Dynamic Media with Open API, references will update automatically. If you replace an asset or create a new version with the same name, the same delivery URL picks up the latest version without requiring URL changes on any surface.

Q We use Dynamic Media with Open API and EDS Xwalk. When we update a DM asset, the URN changes and pages end up with 'media not found' errors.

A The URN should not change when you upload a new version of an asset with the same name – AEM will prompt you to create a version and the URN remains stable. Please raise a support ticket if you are seeing URN changes unexpectedly.

Q If an asset is being used on multiple landing pages or content fragments, is there a way to update all references at once?

A Yes – if the asset is already activated and you replace it or create a new version, the same delivery URL automatically serves the latest version across all surfaces where it is referenced.

Q Can we find references showing where a Dynamic Media asset is being used (web, email, etc.)?

A Yes. The Dynamic Media Delivery Report includes a referrer field for each DM URL, which indicates where the URL is being served. You can also find references via the asset view if authored using the Asset Selector.

Q If we use a proxy/custom domain for delivery URLs (e.g., assets.mysite.com), will the system automatically construct asset references using that domain?

A Yes – Dynamic Media supports custom domains, and the delivery URL construction respects the configured custom domain.

Q We have custom environment logic to rewrite asset references. Is there a native out-of-the-box way to handle this?

A Please reach out to your Adobe TAM or submit a support ticket to support native options for your specific setup.

Q Can we lock down the renditions that can be created to a specific approved list?

A Please contact Adobe Support to discuss governance options for restricting rendition types.

Video

Q Does video caption extraction support large video files (e.g., 2 GB or 2 hours long)?

A Yes, large video files are supported. Note that the current upload size limit for Dynamic Media is approximately 15 GB. If you encounter issues with translation of captions for large videos, please raise a support ticket.

Q Do you have to pay per language for caption/transcript generation?

A No – there is no additional charge for caption language generation.

Q Can you extract audio only from a video as a separate content piece?

A Please contact Adobe Support to explore this use case.

Q Is there a plan to support interactive videos similar to Ceros Studio?

A This is on Adobe's radar. If there are any specific features that you would like to see in a product then please raise a customer support ticket for enhancement request.

Asset Storage & Management

Q Our organization uses a third-party DAM (Aprimo) as the source of truth, with 30M assets synced into AEM Assets. Should asset variations (new crops, file types) be sent back to Aprimo as child assets?

A Dynamic Media creates on-the-fly variants from the CDN, so no additional files are stored. Ideally, maintain a single source of truth in your primary DAM (Aprimo) and avoid duplicating assets. Dynamic Media variants are URL-based and do not require separate binaries.

Q Do we need to maintain separate Dynamic Media accounts per environment (QA, production)?

A Adobe recommends maintaining separate DM accounts (also called Dynamic Media Catalogues/Dynamic Media Companies) per environment to ensure traceability and prevent conflicts (e.g., assets with the same name behaving differently across environments). Sharing one DM account across environments is technically possible but not recommended. Asset migration between DM accounts requires a support ticket – there is no customer-facing UI for this.

Q Are there any integrations required within AEM to access dynamic assets, or is it just a permissions setup?

A No manual integrations are required if you have a Dynamic Media license – it is available out of the box with AEM Assets. Setup involves enabling it and configuring Dynamic Renditions via the documentation linked above.

Reporting

Q Can we use the reporting capability to find where an asset is being referenced across AEM Sites?

A Yes – the Delivery Report includes a referrer field for each DM URL.