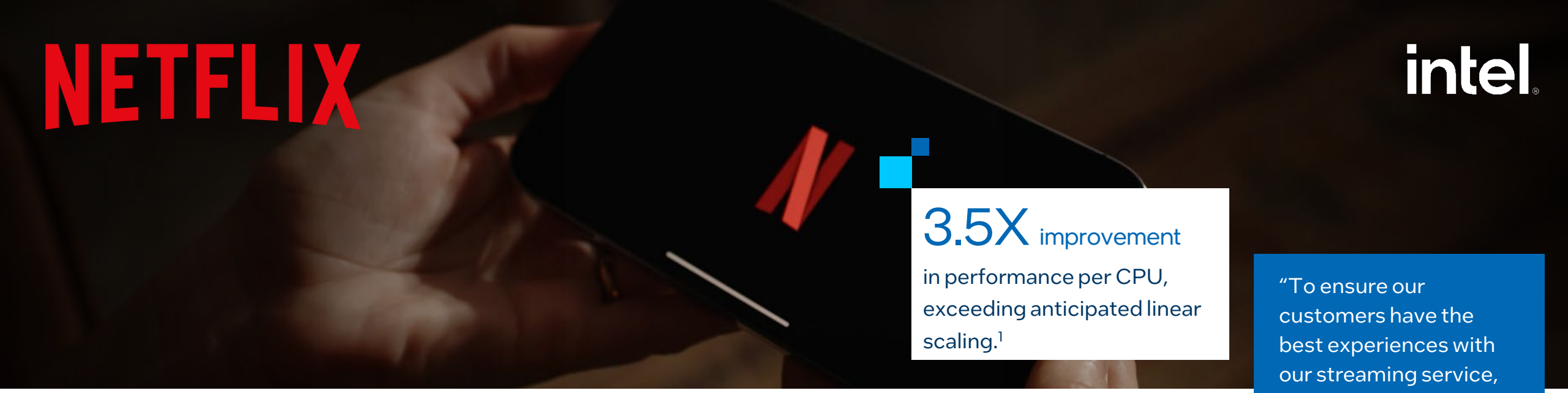

3.5X improvement in performance per CPU, exceeding anticipated linear scaling.[1]

Netflix Chooses Intel® Xeon® Processors to Provide Fast and Seamless Streaming

Netflix endeavors to transform home entertainment and provide 260 million subscribers with reliable, customized experiences on any device. Netflix must accelerate data movement and AI workloads using advanced technologies. Working with Intel, Netflix optimized Amazon EC2 instances at the micro-architecture level to increase performance and reduce cloud spend. After upgrading its EC2 instances supported by Intel® Xeon® processors, Netflix achieved a 3.5x performance improvement per CPU, exceeding anticipated linear scaling.[2] Netflix used Intel® oneAPI Deep Neural Network Library and Intel® Advanced Vector Extensions 512 to optimize video encoding speed during hours of lower user demand, significantly improving frame-per-second encoding.

"To ensure our customers have the best experiences with our streaming service, speed counts. Using Intel technologies to Identify bottlenecks, we nearly tripled the performance of our Amazon EC2 instances while minimizing our cloud spend."

Vadim Filanovsky, Performance Engineer, Netflix

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1, 2 For more complete information about performance and benchmark results, visit https://www.intel.com/content/www/us/en/customer-spotlight/stories/netflix-streaming-customer-story.html