

# Optimizing Video Workflows with VPUs

# Introduction to Arcadian



# The Problems

- **Very large content libraries, especially for back catalogs. There are a lot of potential opportunities.**
- **The need to retranscode older titles for new AVOD / FAST opportunities.**
- **Current options can be cost prohibitive.**



# Problem #1 - The Back Catalog Problem

- Studios have enormous back catalogs. Days of our Lives has over 15,000 episodes, Jeopardy and Wheel of Fortune have over 9,000 episodes each.
- The “Suits” Effect. When NBC licensed Suits to Netflix in 2023 the 12 year old show became an overnight success, logging over *12.8 billion* minutes viewed across Netflix and Peacock.



# Problem #1 - The Back Catalog Problem

- Studios want to leverage back catalog content but don't want to incur the relatively high costs of current cloud transcoding solutions.
- Suits was a great success story and proved that older back catalog content can find a second life in streaming. But picking winners can be tricky, so content owners need a way to keep operational costs low and experiment with what works.

## Solution Using NETINT VPU

- **“VPUs to the rescue”**
- **VPUs offer exceptional cost efficiency, empowering studios and content owners with the freedom to explore older, untested titles without significant financial risk. This flexibility reduces the pressure of having to identify the next breakout hit—like Suits—and opens the door to discovering hidden gems within their content libraries.**



## Problem #2 - The Ad Insertion Problem

- FAST and AVOD services present a lot of new opportuities for content owners.
- However, these are lower margin businesses so it's imperitive that costs are kept as low as possible.
- Proper ad insertion can be technically tricky.

## Problem #2 - The Ad Insertion Problem

- Back catalog titles need to be retranscoded for use with these new opportunities.
- It's not always possible to know every use case or the location of every potential ad placement upfront.
- So, once again, content owners need to be flexible and allow for experimentation when transcoding for ad placements.



# Solution Using NETINT VPU

- “VPUs for the win”
- Once again, VPUs are so cost-effective that content owners can experiment with ad placements in their content, aren’t required to have all the answers up front, and don’t have to fear making bad choices because they didn’t have all the knowledge up front.



## Why VPUs?

- **50%+ Improvement in Cost Saving in Media Operations**
- **Available in Hybrid configurations. Use VPUs on prem or in the cloud or both.**
- **Based on what you already know. FFmpeg, GStreamer, Libxcodec.**
- **Finally unlock the ability to experiment with different transcoding methodologies.**