

Netflix Updates Video Encoding for Downloads

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Just last week, Netflix changed up their apps to allow for video downloading and offline playback. The extra burden on their servers is probably pretty overwhelming as people are stocking up on their favorite shows to binge-watch when they commute so they don't have to use their data. To help with that - and to make the user experience a little better, they have updated their codec to Google's own VP9. It's a big step in the right direction that allows for much smaller downloads - without sacrificing quality.

It's using Google's VP9 on some platforms (most Android phones), while H.264/AVC High profile works for others (anything iOS). The "per-chunk" encoding mentioned above mean that beyond just optimizing for the type of show or movie, it's actually applying optimal settings across different parts of each video.

Source: [Engadget](#)