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- (71) **Applicant:** **NETFLIX, INC.** [US/US]; 100 Winchester Circle, Los Gatos, California 95032 (US).
- (72) **Inventors:** **SAN MIGUEL, Francisco J.**; 100 Winchester Circle, Los Gatos, California 95032 (US). **MARED-**
- DY, Naveen**; 100 Winchester Circle, Los Gatos, California 95032 (US). **WONG, Rick**; 100 Winchester Circle, Los Gatos, California 95032 (US).
- (74) **Agent:** **CAREY, John C.** et al.; Artega Law Group, LLP, 7710 Cherry Park Drive, Suite T104, Houston, Texas 77095 (US).
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(54) **Title:** SCALABLE TECHNIQUES FOR EXECUTING CUSTOM ALGORITHMS ON MEDIA ITEMS

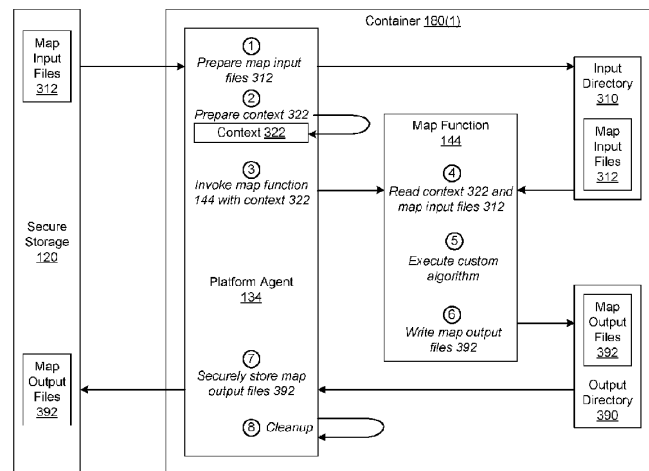


FIGURE 3

(57) **Abstract:** In various embodiments, a workflow engine executes a custom algorithm on a media item. In operation, the workflow engine generates split specifications based on a split function included in a container image. Each split specification is associated with a different portion of the media item. Subsequently, the workflow engine generates map output files based on the split specifications and a map function included in the container image. The workflow engine then generates one or more final output file(s) based on the map output files and a collect function included in the container image. The final output file(s) are subsequently used to perform at least one of an evaluation operation on, a modification operation on, and a representation operation with respect to the media item.

[Continued on next page]

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