



SOLUTION BRIEF

Vultr: The Cloud Engine Behind AI Creativity in Media & Entertainment

Vultr delivers scalable, high-performance compute, GPU, and Bare Metal infrastructure that enables media and entertainment companies to build AI-powered creative solutions, distribute content globally, and deliver immersive digital experiences with speed, flexibility, and predictable costs.

[VULTR.COM](https://vultr.com)

Vultr for media and entertainment: Infrastructure for creative workflows

Vultr enables studios, broadcasters, advertisers, and game developers to power AI-driven content creation, real-time production, and global distribution with GPU-accelerated cloud infrastructure designed for flexibility, affordability, and scale.

Media and entertainment (M&E) is advancing as AI and cloud computing influence how content is created, distributed, and experienced. IDC reports that by 2026, 90% of M&E organizations will use AI for content generation, personalization, and automation.¹ Additionally, Gartner notes that AI-first pipelines, personalized streaming, and real-time rendering are essential for staying competitive.²

Vultr meets these demands with high-performance cloud compute, bare metal, and cloud GPU infrastructure with access to AMD and NVIDIA GPUs. With Vultr Serverless Inference, composable infrastructure, and Cloud Alliance integrations, organizations can build, scale, and run AI workloads efficiently while staying in control of their technology stack.

The AI-ready cloud platform for M&E

Today's M&E cloud platforms must deliver high-performance compute, flexible storage, GPU acceleration, and seamless orchestration to meet the demands of AI-driven and real-time workloads.

Vultr delivers flexible, high-performance infrastructure to support both AI-powered and non-AI creative workloads. With global access to top-of-the-range GPUs, including AMD Instinct™ MI355X and NVIDIA HGX B200, Vultr enables AI training, inference, agentic AI, and real-time rendering.

Combined with high-performance cloud compute, bare metal, Vultr Kubernetes Engine, Vultr Serverless Inference and scalable storage, Vultr empowers teams to build, deploy, and scale creative solutions without vendor lock-in. Composable infrastructure, multicloud-ready integrations, and Vultr Cloud Alliance partnerships provide the agility and control required to succeed at global scale.

Challenges in media and entertainment

Enabling global collaboration with low latency

Creative teams, game developers, and production houses work across continents on latency-sensitive projects like live broadcasts, multiplayer games, and virtual production. Many clouds struggle to deliver consistent low-latency performance everywhere. Vultr's 32 global cloud data center regions, Direct Connect options, and 100% SLA-backed uptime help teams collaborate in real time, keeping workflows responsive and connected.

Scaling AI with access Vultr Cloud GPUs

Studios and platforms need fast access to top-tier GPUs and storage to handle GenAI models, rendering, and petabyte-scale data. GPU shortages, high bandwidth demands, and unpredictable pricing slow delivery. Vultr provides instant AMD and NVIDIA GPU access, scalable block, object and file system storage, high-bandwidth connectivity, and usage-based pricing, enabling AI workloads without delay or vendor lock-in.

Protecting content and meeting compliance needs globally

Managing regional licensing, IP rights, and regulatory compliance adds complexity to production pipelines. Organizations need trusted infrastructure to safeguard assets at every stage. Vultr ensures content protection with encrypted storage, IAM controls, on-demand sovereign cloud, and support for GDPR, CCPA, and industry standard security and compliance certifications, all backed by DDoS protection.

Building flexible, production-ready AI pipelines

Rigid cloud ecosystems can slow teams from moving GenAI and ML pipelines from testing to production at scale. Vultr solves this with an API-first, multicloud-ready platform that combines composable infrastructure, GPU-enabled Kubernetes, serverless inference, and an open software ecosystem. This enables teams to build, deploy, and scale AI and creative workloads efficiently with full cost control.

¹IDC Innovators: Media and Entertainment, 2025

²Gartner: IT Key Metrics Data 2025: Media and Entertainment Analysis

Media use cases

TV and film production

Studios use cloud and AI to create virtual sets with LED walls, apply AI-enhanced VFX, and produce multilingual dubbing faster. This allows them to meet tight production schedules and deliver high-quality output for global audiences. Vultr supports these workflows with cloud GPU, Bare Metal, Kubernetes Engine, Serverless Inference, and scalable storage to ensure teams stay on time and within budget.

[Case Study | Captions: AI-powered creator tools and video editing](#)

Broadcast and streaming

Broadcasters use AI to deliver real-time captions, translations, and live graphics during major events, ensuring streams stay clear and localized for audiences worldwide. Vultr's AMD EPYC-powered servers handle the compute needed for formatting and delivery, and with 32 cloud data center regions across six continents, reaching 90% of the world's population within 2 to 40ms latency, enable secure, reliable, and low-latency live broadcasting.

[Case Study | Caton: IP broadcasting and network automation](#)

Advertising and digital marketing

Digital agencies use AI and cloud tools to produce personalized ads, generate dynamic video, audio, and interactive content, and run automated testing to optimize campaign impact. They need scalable, reliable infrastructure to handle fast creative cycles, high-volume data, and multi-channel delivery. Vultr provides high-performance cloud compute, scalable storage, flexible networking, and API-first tools that help agencies build, test, and deploy creative content efficiently without vendor lock-in.

[Case Study | Onsharq: Creative digital agency](#)

Entertainment use cases

Gaming and immersive media

Game studios render massive multiplayer worlds with dynamic assets and create AI agents that respond to players in real time. Delivering smooth, low-latency gameplay across regions is key to keeping players engaged. With 20 years of experience supporting some of the world's biggest gaming brands, Vultr helps studios achieve this through reliable delivery, the latest in enterprise-grade bare metal servers, and a global network designed for consistent, low-latency performance.

[Case Study | Edgegap: Multiplayer gaming with minimal latency](#)

Music and audio

Music platforms use AI to compose, master, enhance, and stream audio at scale. Creators benefit from faster production cycles and tools that support innovation in sound design, mixing, and real-time delivery. Vultr Cloud GPU, high-speed storage, and generous free bandwidth provide the performance and flexibility needed for AI model training, inference, audio streaming, and live collaboration.

[Case Study | Music.ai: AI audio tools for stem separation, voice modeling, and analysis](#)

Art and sciences

Artists and technologists use AI to generate concept art, simulate visual effects, and create digital installations. They need reliable compute to experiment, iterate, and deliver high-quality results. Vultr provides high-performance cloud compute, Vultr Cloud GPU, Bare Metal, Kubernetes Engine, and open software environments so teams can build, test, and deploy without technical barriers.

[Case Study | Quantum Consciousness: Art creation from voice input with dynamic visuals](#)

Key takeaways for developers, enterprises, and c-level leaders

Vultr gives developers, enterprises, and C-level leaders the reliable cloud foundation they need to build, deploy, and scale creative and AI-powered solutions. With predictable pricing, instant scalability across 32 global regions, and proven experience supporting brands like Music.AI, Captions, Edgegap, and Caton, Vultr ensures teams can focus on innovation without cost surprises. Our AI-first infrastructure makes it easy to run GenAI, dynamic ads, and immersive experiences, while built-in encryption, IAM, and global compliance keep assets secure at every stage.

Learn more about Vultr's approach to media and entertainment solutions

Contact us at vultr.com to get started.

