

# Frequently Asked Questions



Segment Extend Empower Simplify



## iTVManager Frequently Asked Questions

### General Questions

**1. Can you give us a brief overview of the IPTV infrastructure software (Middleware) market?**

The IPTV industry is rapidly accelerating and the IPTV middleware market, once highly fragmented, is consolidating around a small number of vendors. While legacy homegrown solutions (currently accounting for the majority of IPTV subscribers worldwide) and captive platforms are facing scalability and extensibility issues, independent software companies are emerging as the next-generation IPTV middleware suppliers embraced by an increasing number of operators worldwide.

**2. Who are the leading independent IPTV software vendors?**

Operators entering the IPTV market are now primarily deploying solutions from a select group of open-platform vendors. Minerva's iTVManager platform is featured in a large number of IPTV deployments. Minerva has over 120 unique deployments worldwide. Twenty-five North American operators who had previously deployed legacy IPTV platforms have recently switched to the Minerva platform.

**3. Who deploys iTVManager IPTV middleware?**

Broadband service providers, government institutions, educational and hospitality communities, use Minerva iTVManager to attract new subscribers and to increase their revenue by providing video services over their existing network infrastructure.

**4. What makes iTVManager unique? Why should I buy this product for my IPTV deployment?**

You get the confidence of choosing an IPTV platform that has been deployed by more service providers (over 120) worldwide than any of our competitors, a platform that delivers the experience and features your subscribers demand, and a platform that is architected to enable the future of IPTV.

**5. How is iTVManager going to make my IPTV business successful?**

iTVManager enables operators to get higher penetration rates, higher revenue per subscriber, lower churn and lower operating costs. Minerva enables operators to achieve these goals by offering a unique set of tools to [segment](#) their IPTV offerings, [extend](#) their services portfolio, and [empower](#) subscribers, while [simplifying](#) the deployment and management of services.

**6. Can iTVManager drive new revenue for me, beyond the basic cable services that subscribers pay for today?**

Besides the additional revenue from our current features including HD, whole-home PVR, VOD, and SVOD, Minerva has extended iTVManager to enable the use of third-party applications. Examples include caller ID, SMS, games, internet widgets, and many more. These applications can be sold and/or bundled, as well as used to generate ad revenue.

**7. I am currently evaluating different IPTV systems for my network. Can I get a lab system for evaluation purchases?**

Yes, please contact our Sales team ([sales@minervanetworks.com](mailto:sales@minervanetworks.com)) for more information on the iTVManager Lab system. Our Lab system is a valuable tool for operators to test and evaluate their networks prior to field trials.

**8. Is iTVManager only deployed in the United States?**

The iTVManager software platform is deployed in over 120 IPTV deployments in North America, Central and South America, Europe and the Middle East. iTVManager is standards-based and supports international video standards such as NTSC and PAL, and it can be easily localized for any language.

**9. Deploying and operating an IPTV system appears too complex for my operations team. Does Minerva Networks offer installation and support services?**

Minerva's Professional Services and Support Team provides design, installation and integration services for IPTV systems. Key services include system design and installation, back-office integration, client customization, and operator training. Please contact [support@minervanetworks.com](mailto:support@minervanetworks.com) for more information. Our team minimizes deployment risks and reduces time-to-market for new IPTV operators. In addition, Minerva has a worldwide network of trained systems integrators to assist you in your local market. The complete list and contact information can be found on our website [www.minervanetworks.com](http://www.minervanetworks.com).

**10. Who can I contact about an iTVManager product demonstration or sales order?**

For demo and sales inquiries email: [sales@minervanetworks.com](mailto:sales@minervanetworks.com)  
or call 1-800-806-9594 or 1-408-567-9400

## Technical Questions

### 1. What are the key components of iTVManager?

iTVManager is a client-server software platform. The back-office component of iTVManager comes with the features required to manage television services, such as subscription management, channel creation, scheduling, electronic program guide (EPG) generation, and billing. The client component enables viewers to access a variety of video services including live television, video-on-demand (VOD), pay-per-view (PPV), web surfing, email and interactive games.

### 2. Does iTVManager support HDTV?

iTVManager supports MPEG2, MPEG-4 (H.264) in both standard and high definition. It also supports any IP transmitted video signal that can be decoded by the set-top box.

### 3. Does iTVManager support Digital Video Recording (DVR)?

iTVManager supports DVR on set-top boxes from several manufacturers. Users can record up to two video channels simultaneously. Users can leverage iTVManager's Series Record feature, which will automatically record your selected TV program anytime it is being aired.

### 4. Which set-top boxes does iTVManager support?

Minerva is continuously integrating and supporting iTVManager on the leading IPTV set-top boxes, including ADB, Amino, Cisco, Entone, and Motorola. Please visit our website for the most recent list of supported vendors at [www.minervanetworks.com/partners/our-partners](http://www.minervanetworks.com/partners/our-partners).

### 5. Which conditional access vendors does Minerva partner with?

Minerva partners with the top IPTV conditional access providers including Verimatrix, Widevine and Latens. Please visit our website for the most recent list of supported vendors at [www.minervanetworks.com/partners/our-partners](http://www.minervanetworks.com/partners/our-partners).

### 6. Which video server vendors does Minerva partner with?

Minerva has integrated iTVManager with leading video servers, including BitBand and Harmonic. Please visit our website for the most recent list of supported vendors at [www.minervanetworks.com/partners/our-partners](http://www.minervanetworks.com/partners/our-partners).

### 7. How does Minerva attract leading third-party applications developers?

Minerva had an early start on a third-party development program. Several developers have already created applications, with more on the way. Integra5, MetaSwitch and Nortel have unveiled converged communications applications including Caller ID, SMS and Push-to-Call.