



enTouch Selects Minerva *YourTV Now* To Deliver Advanced Pay TV Services

enTouch taps into Minerva's new cloud television offering to deliver linear, time-shifted and on-demand video services to its broadband subscribers

San Jose – November 6, 2018 – Minerva Networks, the leading provider of service management platforms for connected entertainment, announced today that its new cloud television service is being adopted by enTouch out of Houston, Texas. enTouch will migrate from their legacy cable TV offering to a next-generation solution to deliver advanced video services to their broadband subscribers. Minerva YourTV Now allows enTouch to offer linear, time-shifted and on-demand video services to popular consumer devices including Apple TV, Amazon Fire TV, Android TV and Roku.

“At enTouch, our mission is to build and maintain a customer-first culture. With so many consumer choices, we are always looking for ways to improve our services and make sure our customers know that we appreciate them. We want to take that commitment one step further by offering our customers a next-generation video service,” says Sam Luxton, CEO of enTouch. “We are excited to be able to offer linear, catch up, restart TV and personal video recording on the most popular consumer devices.”

The Minerva YourTV Now platform makes it easy for broadband service providers to significantly upgrade their subscriber entertainment experience. Minerva's engaging and personalized user interface featuring recommendations, unified search across premium and streaming content sources and voice commands delivers a consistent experience across all devices.

“We are pleased to have been selected to power enTouch's new television service,” says Mauro Bonomi, CEO of Minerva Networks. “Our platform is proven to drive subscriber engagement and satisfaction. We are confident enTouch will enjoy results similar to those experienced by other Minerva customers including improved NPS scores, higher utilization and lower churn.”

About enTouch

Since 1996, enTouch has been providing broadband, digital video, voice, and security and home automation services, over a robust fiber optic network, to over ten million square feet of commercial office and retail space and 25 master-planned communities in the Houston area. The Company's mission embraces the delivery of innovative products and quality customer service through the active improvement of product offerings.

About Minerva Networks

Minerva is a leading provider of service management solutions for the delivery of advanced pay television services. Over 300 operators worldwide have deployed Minerva's software platform to offer next-generation entertainment services to their subscribers. For more information, please visit www.minervanetworks.com