Minerva Unveils New Advanced Pay TV
Service Management Tools

*New Minerva 10 platform functionality allows operators to dynamically configure content presentation and user experience, turning their pay TV offering into
"the best place for the best content"*

San Jose, California – February 19, 2019 – Minerva Networks, the leading provider of next-generation service management platforms for connected entertainment, unveiled today major enhancements to its Minerva 10 platform.

"We are introducing a new set of advanced capabilities aimed at operators who are committed to offering a television service that is the "best place for the best content," said Matt Cuson, VP of Marketing for Minerva. "To compete effectively in the rapidly changing video landscape, operators need more control over the user experience and overall service delivery. The new capabilities we are unveiling today ensures that service providers have the tools they need to attract and delight subscribers."

A new User Interface Administration Portal allows operators to create any arbitrary number of content stripes and pages and control their position and presentation style. The portal allows marketing teams to promote specific content and blend it with personalized recommendations and trending analytics to create a fresh and engaging user experience. Changes can be made daily and are automatically reflected across all client devices.

With Minerva's enhanced content discovery tools, finding content just got easier. Improved search, similars and personalized recommendations plus powerful new filtering options for browsing on-demand libraries greatly simplify the content discovery process. Operators can also control how filters are defined and which filters appear in the user interface. In addition to typical categories such as Genre or Network Provider, users can filter on keywords, country of origin, audience type and more.
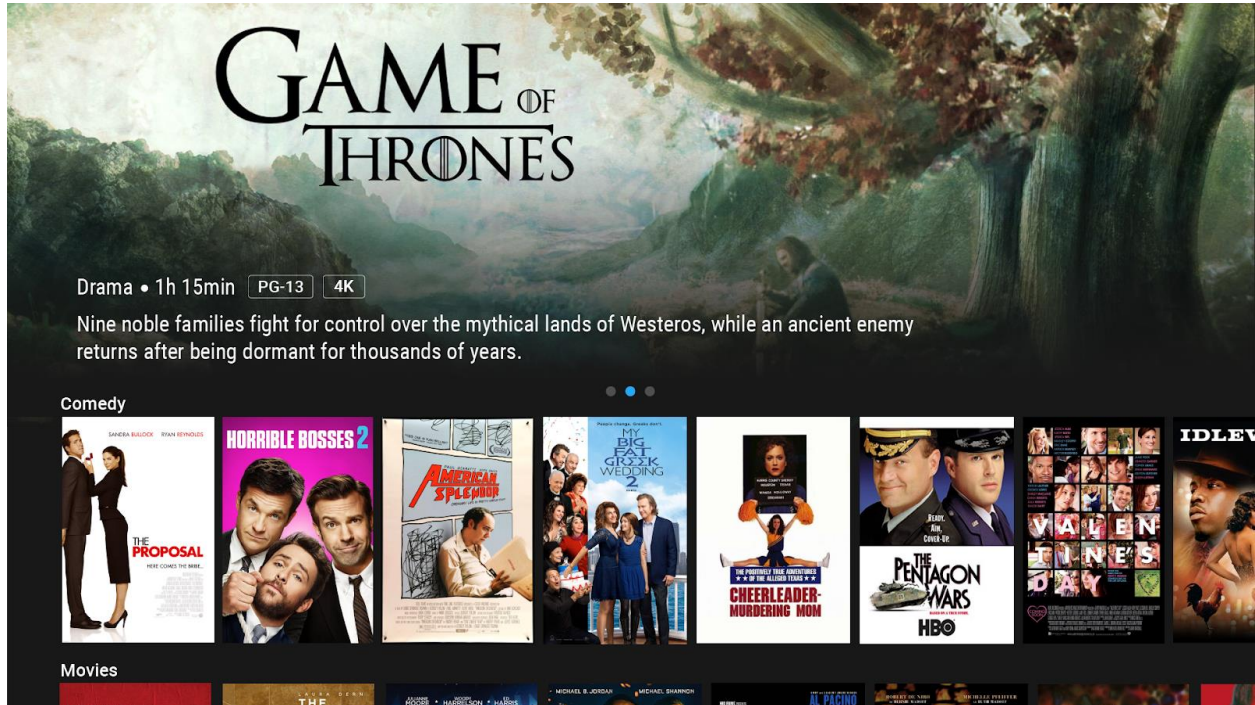
More Regional Management options are available in the newly enhanced Minerva platform, including custom branded user interfaces for each region, and regional video-on-demand pricing and availability.

Additional analytic events can now be collected and fed into Google Analytics to understand how users engage with the television service. Marketing teams can then use this information as guidance for how they configure the user experience and promote content.

"With this upgrade, our customers, whether deployed on-premise or with our Minerva Your TV Now hosted service, can fully exploit their unique advantage as the best aggregator of all the best content," added Cuson. "Using these powerful new tools to highlight exciting new content, operators can ensure their service doesn't fall victim to the subscriber app fatigue impacting lesser app TV alternatives."

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 millions of subscribers. For more information, please visit www.minervanetworks.com