



## **Minerva Acquires TOK.tv, the Leading Social Platform for Live Television**

***The combination of the Minerva platform with the TOK.tv social network will redefine the television experience***

September 3, 2019 – San Jose, CA – Minerva Networks, the leading provider of service management platforms for connected entertainment, announced today the acquisition of TOK.tv, the most deployed social network in sports.

TOK.tv, whose mission is to allow people to “never watch sports alone”, enables millions of soccer fans to enjoy their favorite games while interacting with friends. The TOK.tv service, embedded in the fan applications of major international teams like Real Madrid and Juventus, has been accessed by more than 40 million television viewers.

Together Minerva and TOK.tv are uniquely positioned to make television “social”, therefore driving consumer engagement and retention. With the TOK.tv integration, Minerva will enable exciting social interactions for any type of live or on-demand content. Minerva will also make the TOK.tv service available to sports teams, leagues, and media companies to add a compelling social dimension to their direct to consumer applications.

“In spite of the dramatic changes in the video industry, live TV still is unique in creating a powerful shared experience for sports, news, and major events,” said Mauro Bonomi, Minerva’s CEO. “The combination of social with the Minerva platform enhances the emotional excitement of sports and contest shows, and attracts an avid fan base.”

“Over the past seven years, TOK.tv has emerged as the #1 social network in sports. We are confident that our adoption will accelerate even further as we integrate our solution with Minerva’s leading platform. My team and I are looking forward to joining forces with Minerva to shape the future of television,” said Fabrizio Capobianco, TOK.tv co-founder and CEO, now Chief Innovation Officer at Minerva Networks.

## About Minerva Networks

Minerva is the leading provider of service management solutions for the delivery of advanced television services. Over 300 operators worldwide have deployed Minerva's software platforms to offer next-generation entertainment services to their subscribers. For more information, please visit [www.minervanetworks.com](http://www.minervanetworks.com)

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