

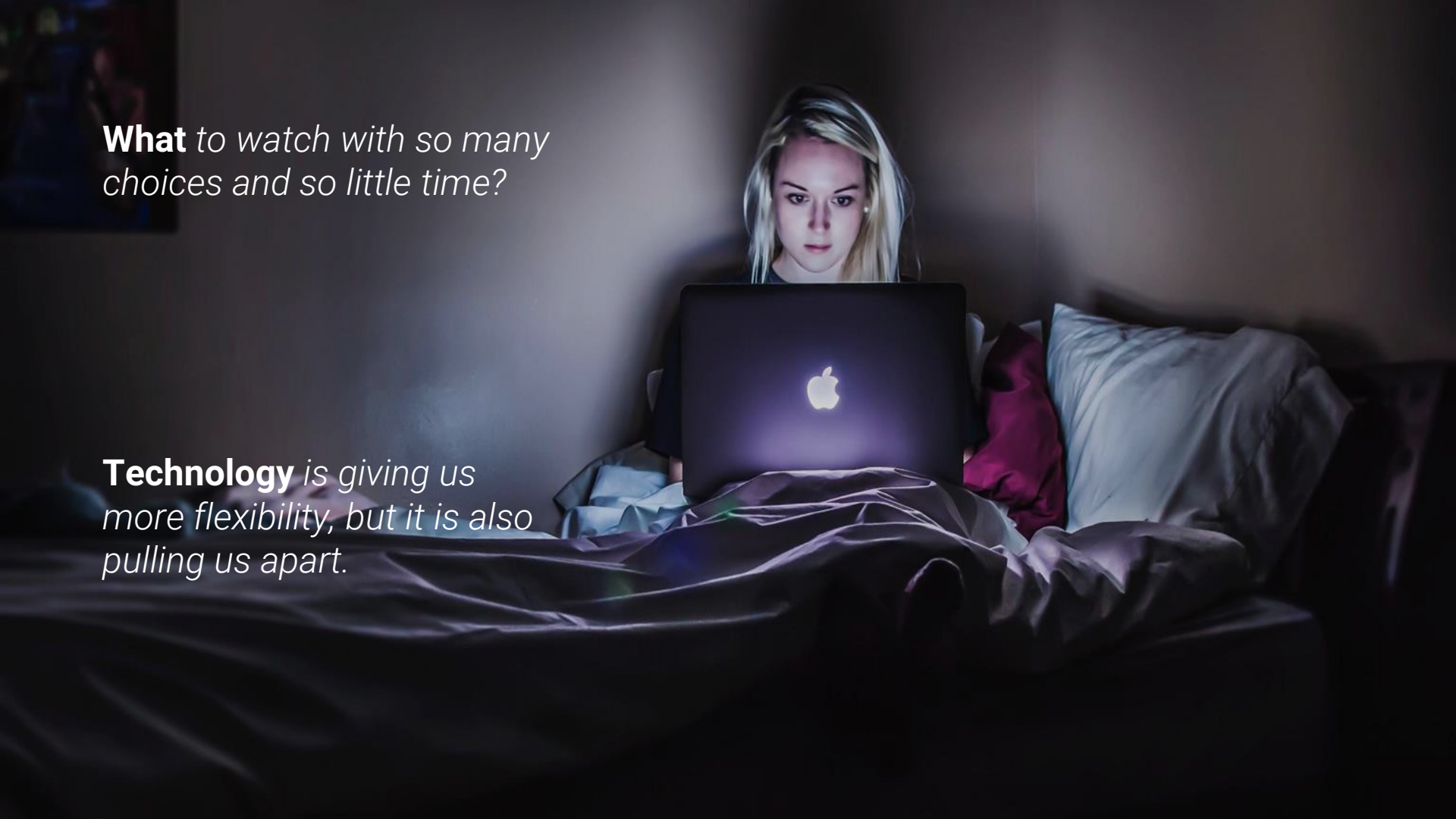


Powering *the Best Place for the Best Content*

December 2019

What to watch with so many choices and so little time?

Technology is giving us more flexibility, but it is also pulling us apart.



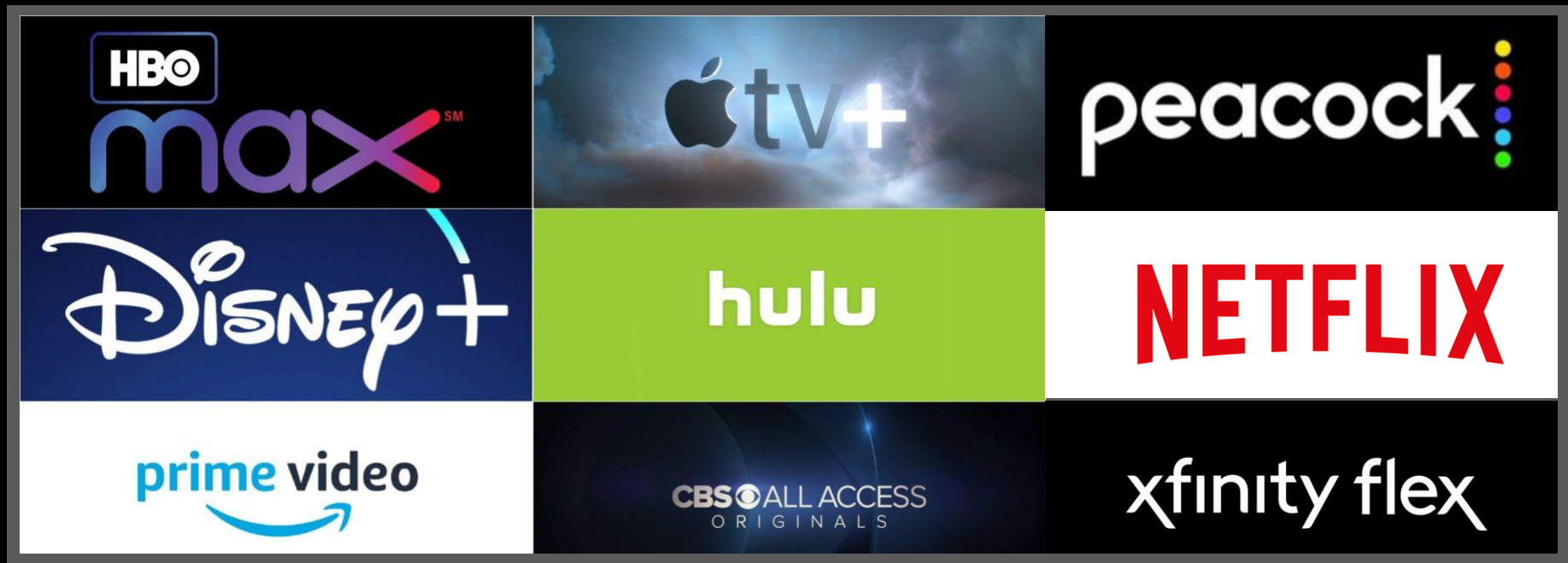
A person in a red shirt and black pants is climbing a large, overhanging rock face. The rock is a mix of brown and tan colors with some darker patches. The climber is positioned on the right side of the frame, reaching up with their right hand. Below the rock, a dense green forest covers a valley, with a river visible in the distance. The sky is not visible.

Operators *face tricky challenges*

...with little room for error.



Who's going to win?



Minerva makes it so it doesn't matter.

Our Solution

Turn Pay TV services into **“the best place for the best content”**, a place where subscribers can easily **discover the best content**, and then **enjoy it** just the way they like it, **on their own or together** with the people they love, no matter where they are or **how much time** they have.



Powering *the best place for the best content*



Content Merchandising & Monetization

With our User Interface and Navigation Management tools, operators can help subscribers discover the best content and select the right services



Smart Recordings

Personalized highlights enable viewers to enjoy their favorite programs, no matter how much time they have



Shared Entertainment

With our embedded sharing platform, avid fans can experience live events together with the people they love, no matter where they are



Actionable Intelligence

Powerful analytics provide deep insights on subscribers' behavior, allowing operators to fine tune their offerings

Merchandise & Monetize *the best content*



Personalized Recommendations



Federated Search



Trending and Similar for Impulse Viewing



Advanced Filters



Voice Navigation



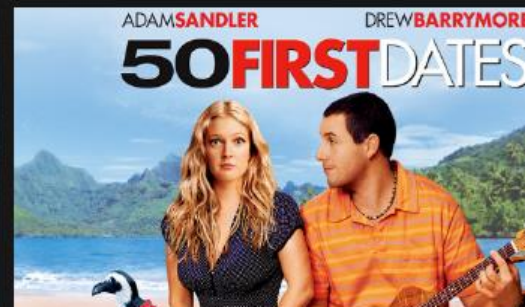
Curated Content



Baby Driver (2017)

Baby is a young and partially hearing impaired getaway driver who can make any wild move while in motion with the right track playing. It's a critical talent he needs to survive his indentured servitude to the crime boss, Doc, who values his role in his ...

All VOD





Advertisement



On Demand



Recordings



Powering *the best place for the best content*



Content Merchandising & Monetization

With our User Interface and Navigation Management tools, operators can help subscribers discover the best content and select the right services



Smart Recordings

Personalized highlights enable viewers to enjoy their favorite programs, no matter how much time they have



Shared Entertainment

With our embedded sharing platform, avid fans can experience live events together with the people they love, no matter where they are



Actionable Intelligence

Powerful analytics provide deep insights on subscribers' behavior, allowing operators to fine tune their offerings

Enjoy *Time-shifted Programming*



Smart Recordings:

- *By time*
- *By player*
- *By play*

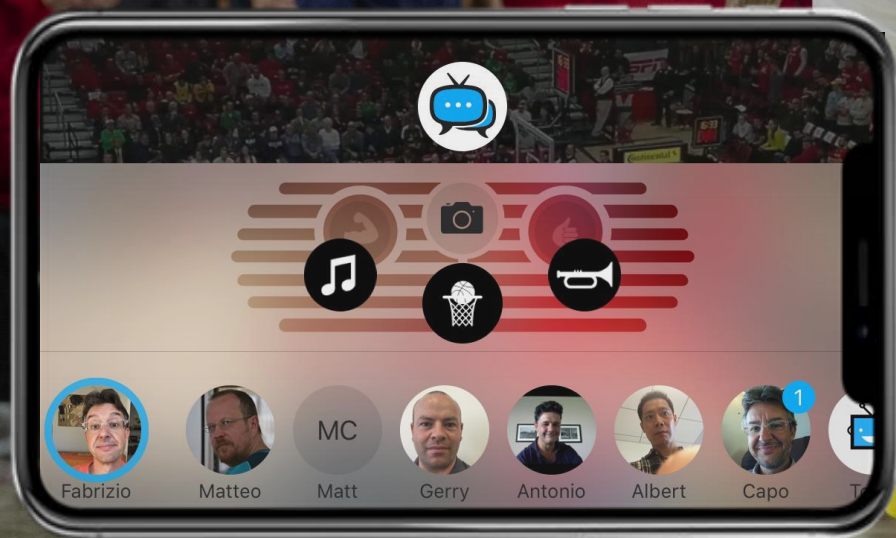
Experience Appointment TV Together

Share the excitement *without ever leaving the game.*

Talk/Video or message *in real time*

Celebrate highlights *with shared selfies*

React *with customized sound effects*



Powering *the best place for the best content*



Content Merchandising & Monetization

With our User Interface and Navigation Management tools, operators can help subscribers discover the best content and select the right services



Smart Recordings

Personalized highlights enable viewers to enjoy their favorite programs, no matter how much time they have



Shared Entertainment

With our embedded sharing platform, avid fans can experience live events together with the people they love, no matter where they are



Actionable Intelligence

Powerful analytics provide deep insights on subscribers' behavior, allowing operators to fine tune their offerings

Optimizing *the Service*

Powerful UI/UX and Consumption **Analytics**

- Recommendations
- Content promotion
- Merchandising
- Digital Ad Insertion (DAI)
- Content contracts obligations



YourTV Now *Cloud Service*



Fastest Time To Market

No waiting. Proven headend. Proven platform.



Preserve Legacy STB Investment

Support selected models of Amino IP STBs. Multicast available too!



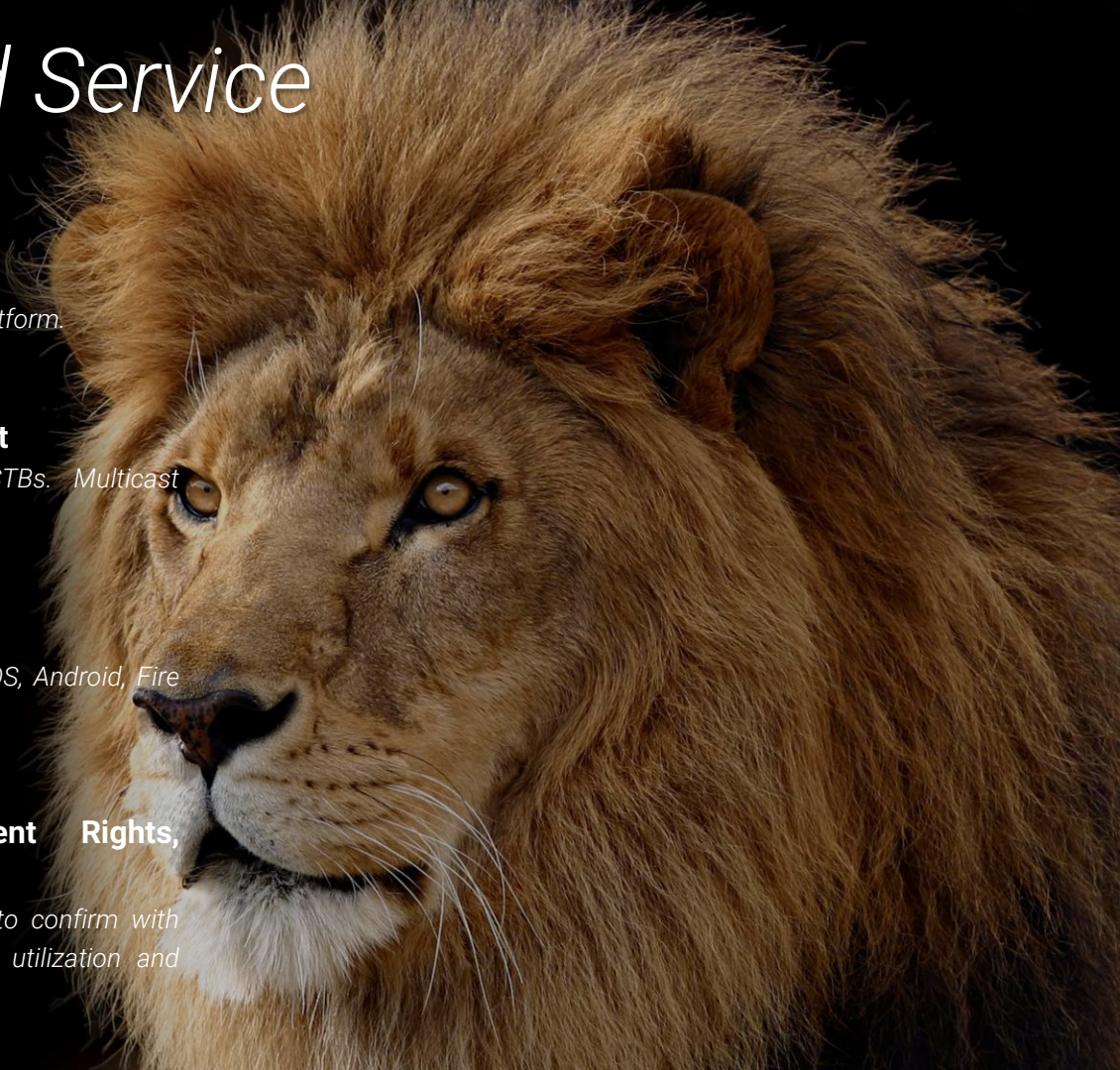
Pick a Device, Any Device

Android TV (consumer, operator tier), IOS, Android, Fire TV, Apple TV, Linux STB



Policy Manager for Content Rights, Bandwidth Utilization

Set and enforce playback policy rules to confirm with content rights or to optimize network utilization and customer experience. 5G ready!



What's Coming

Advertising & Content Merchandising

Digital Ad Insertion

Skyworth Android TV Integration

Android TV Operator Tier EAS

Enhanced User Profile Management

OTT Application Link Out Support

YouTube Deep-linking

Roku (operator friendly business terms!)



YourTV Now

Turns your journey from this...



...to this!



Powering the best place for the best content.