



Pontis Technologies Deploys White Label Cloud Based Television Service Powered by Minerva

Service Offers Attractive OPEX Business Model and Content Transport Rights Within South America

May 7, 2020 – Buenos Aires, Argentina – Pontis Technologies, a leading OTT video technology provider based in Argentina, has unveiled a white label cloud-based television service for South American operators. Built on the Minerva 10 service management platform, the service offers a full range of television functionalities including catch-up, restart and personal video recording, along with a rich on-demand content library featuring personalized recommendations and binge watching.

“In today’s hypercompetitive entertainment market, operators are looking for a solution they can quickly deploy and easily manage to deliver a superior television experience to their subscribers,” says Leonardo Gioino, President and CEO of Pontis Technologies. “By combining the leading Minerva 10 platform with our comprehensive range of products and services, Pontis was able to deliver a turnkey cloud TV offering that can serve multiple countries.”

“Minerva is proud to be working with Pontis to bring today’s most advanced television services to South America,” says Randy Osborne, Senior VP of Sales at Minerva. “Our multi-tenant service management solution is well suited for the demands of a large international market with unique regional pricing, content rights and network capabilities. Pontis is able to deliver a compelling subscriber experience with highly differentiated features like social viewing and personalized sports highlights, while also giving operators flexible pricing options along with content rights and bandwidth management tools using Minerva’s exclusive Policy Resource Manager.”

The new service is enjoying strong market traction and Pontis is in advanced discussions with several operators in Argentina, Bolivia, Peru and Ecuador. The first end user deployments will be unveiled shortly.



About Minerva Networks

Minerva is the leading provider of service management solutions for the delivery of advanced pay television services. Over 300 operators worldwide have deployed Minerva's software platforms to offer next-generation entertainment services to their subscribers. With Minerva, operators are able to quickly transform their Pay TV services to provide a unique user journey anywhere and on any device. For more information, please visit www.minervanetworks.com

About Pontis

Pontis Technologies is an international company specializing in the provision and integration of Television, Video and Telecommunications solutions and services.

Founded in 2010 by a group of innovative professionals with more than 20 years of experience spanning regional executive positions in service providers and leading technology companies, Pontis designs, implements and supports telecommunications solutions by leveraging the experience and knowledge of our team and the expertise of our technology partners, world leaders in their respective domains.

We are the main integrators of Argentina's IP television deployments, and of important infrastructure and service implementations for telecommunications and video operators in Bolivia, Brazil, Chile, Costa Rica, Mexico, Paraguay, Uruguay and Venezuela.