



FAST TRANSITION TO BETTER VIDEO SERVICES

MARCH 2021



Minerva **Highlights**

- Headquartered in **Silicon Valley** with development centers in California and Europe
- Offering leading **video service management solutions** to operators worldwide
- Powering more than **250 deployments** serving over 5 Million subscribers
- Operating **profitably** for the past 15 year

Our **Mission**



To enable **consumers** worldwide
to **discover** and **enjoy** the content they love,
on their own or **together** with the special people in their lives

Our Strategy



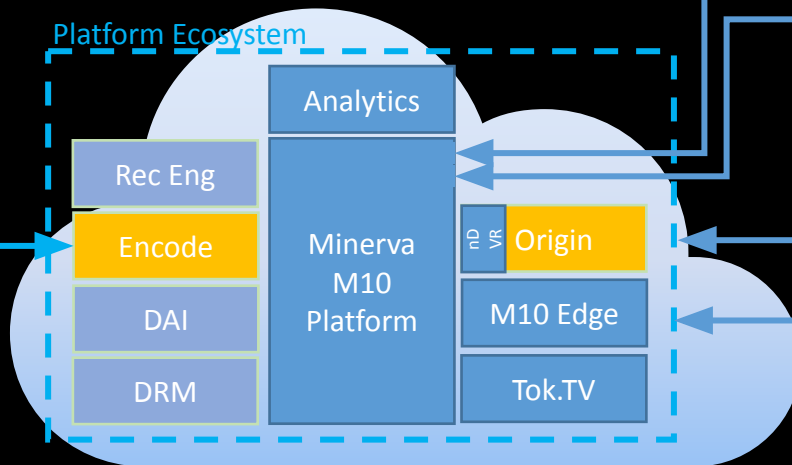
- **Deploy** turnkey multi-tenant cloud video solutions **globally**
- Power **differentiated** subscriber **experiences**
- **Maximize operator's ROI** by preserving infrastructure and revenue streams

Multi-tenant Cloud Solutions



Linear Channels
SVOD Content
Metadata

Platform Ecosystem



Admin UI

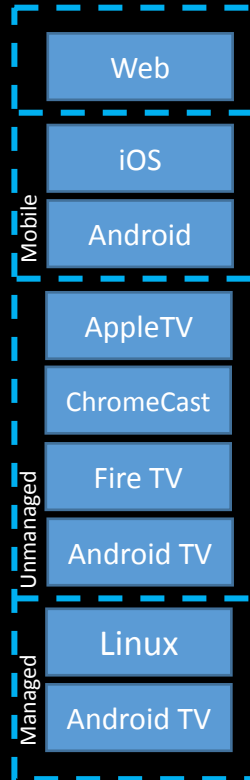
Operator Equipment

Operator
Admin Portal
Operator
OSS/BSS



Client UI

Clients



Differentiated Experiences



Personalized
Recommendations

Unified Navigation
and Federated Search

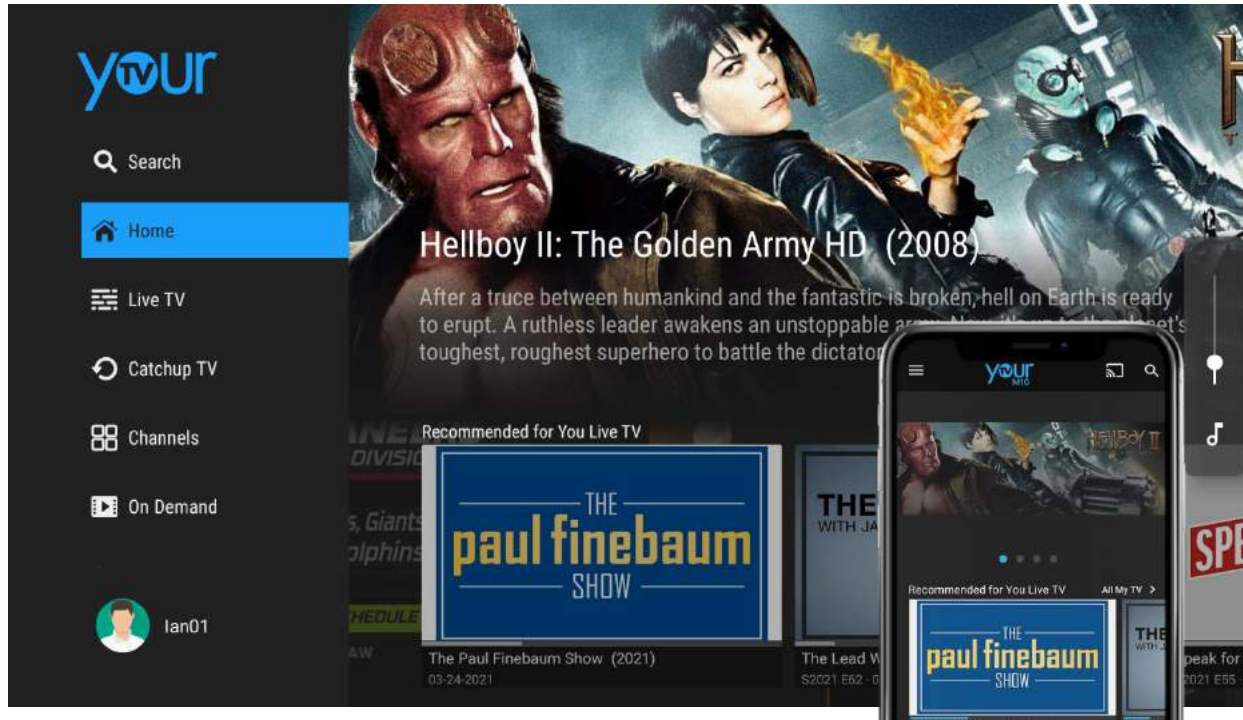
Trending and Similar
for Impulse Viewing

Configurable pages
Posters and Nav

Top 10

Voice Search
& Filters

In App Ad
Campaigns



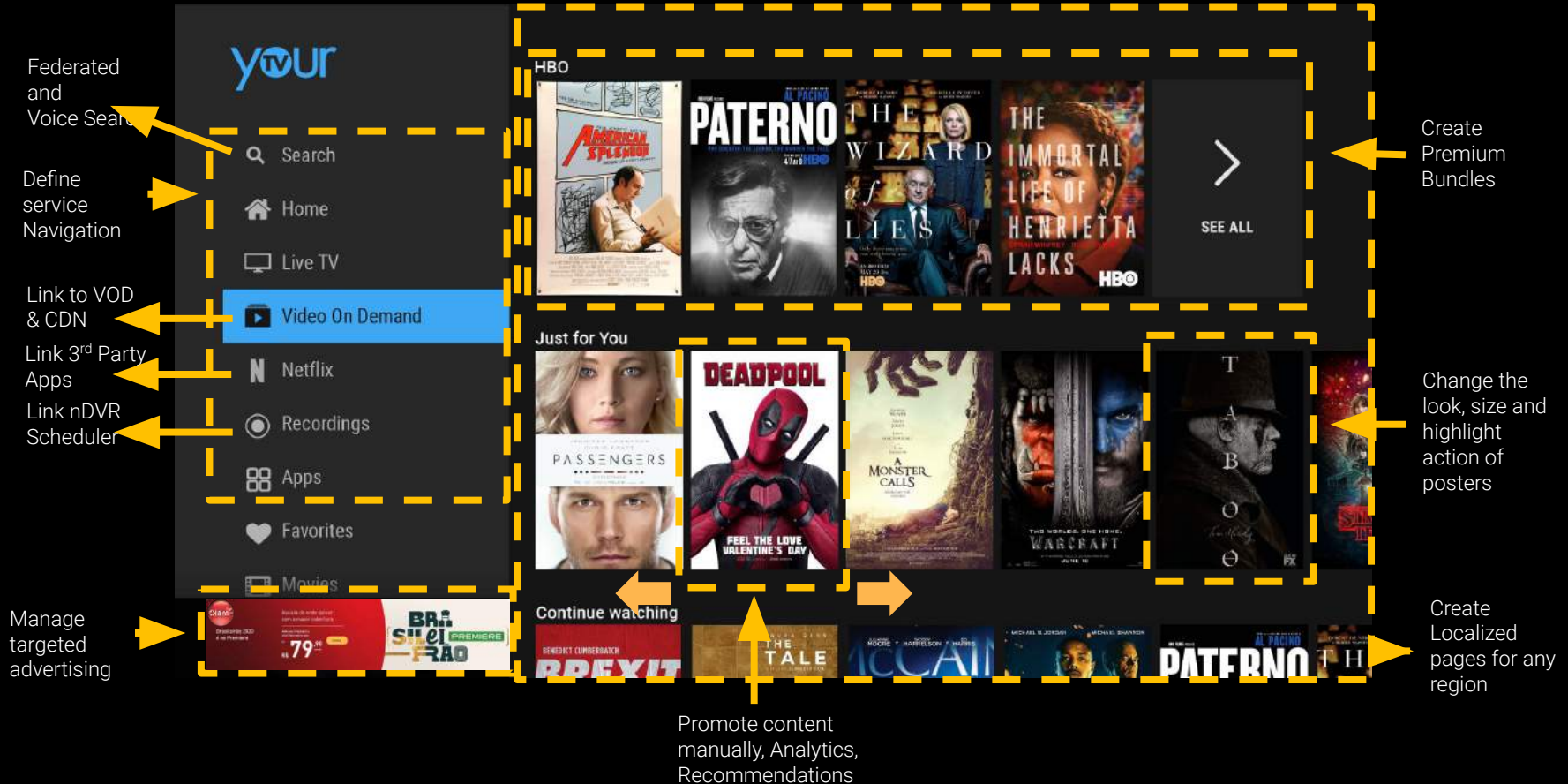
Smart
Highlights

Watch
Together

Optimized across
all devices

Manage The TV Experience

The TV Client needs to be Dynamic and allow the operator to promote user engagement





Advertisement

Claro⁺ pré

Chamadas de
VOZ E VÍDEO
pelo WhatsApp
sem descontar
da sua internet?

6GB +
(3GB + 3GB)
por 6 meses

 E LIGAÇÕES
+

ILIMITADOS

**preço
nele**



Você merece
ultravelocidade na
banda larga para
estudar, trabalhar
e curtir suas lives.

*Condição contratada de velocidade, sobre a disponibilidade
na sua rede local.

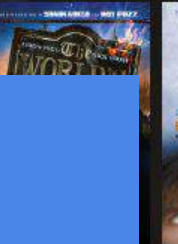
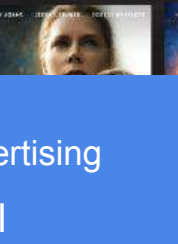
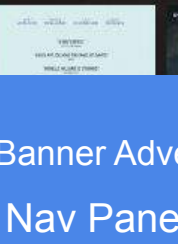
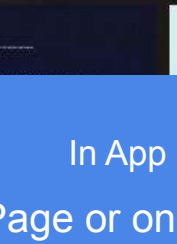
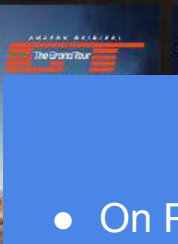
240 MEGA com **WIFIPLUS**
Compre 120 MEGA e leve + 120 MEGA

Por
apenas **R\$ 99,99**
mês*
No Combo Multi

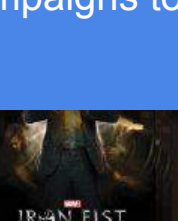
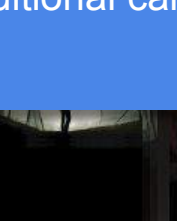
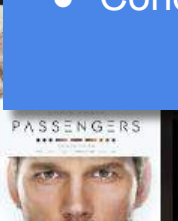
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On Demand



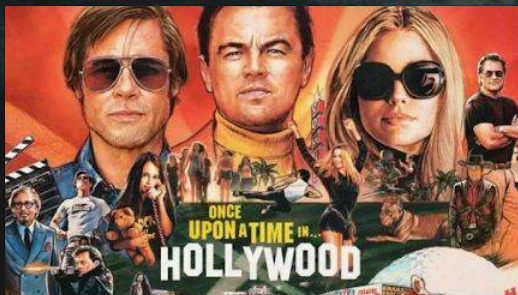
Recordings



In App Banner Advertising

- On Page or on Nav Panel
- Target campaigns to user groups
- Conditional campaigns to premium users

Live TV



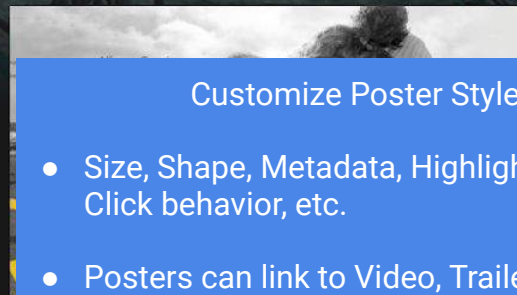
Once Upon a Time in... Hollyw...

Action, Adventure



Bad Boys for Life

Action, Adventure



Customize Poster Styles

- Size, Shape, Metadata, Highlight behavior, Click behavior, etc.
- Posters can link to Video, Trailers, Detailed info Page, Other pages, 3rd Party Apps

Action, Adventure

Action, Adventure

Action Movies

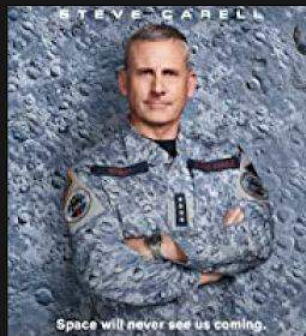
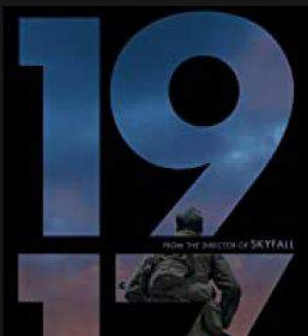
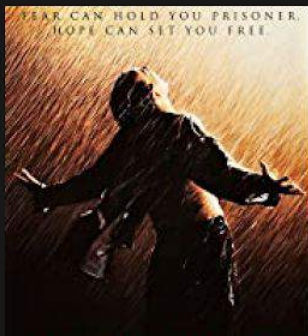
Trending

Recent Channels

Trending Searches

Tre

Live TV



Differentiated Subscriber Engagement

Enjoy Recordings Your Way

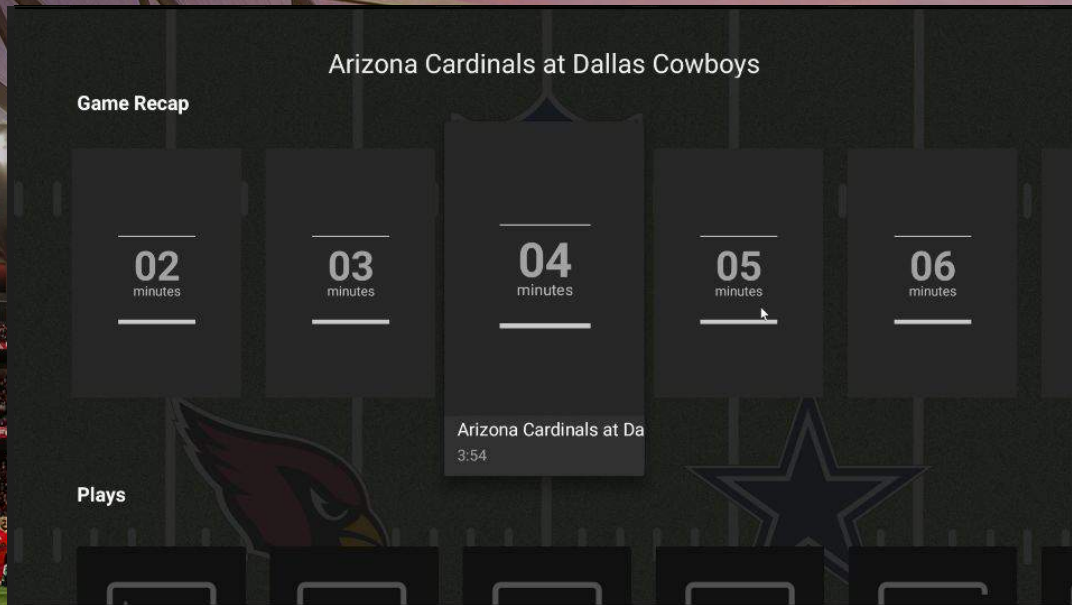
Arizona Cardinals at Dallas Cowboys

Game Recap

02 minutes	03 minutes	04 minutes	05 minutes	06 minutes
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Plays

Arizona Cardinals at Da
3:54



Smart Highlights

- By time
- By player
- By play

Differentiated Subscriber Engagement

Watch Your Favorite Shows **Together**



Share the excitement without leaving the app

Talk/Text or message in real time

React with *customized* sound effects

Capture memories with shared selfies

Innovative Subscriber Engagement



Watch With Me (coming soon)



- **Talk/Text or message** in real time
- **React** with *customized* sound effects
- **Capture memories** with shared selfies

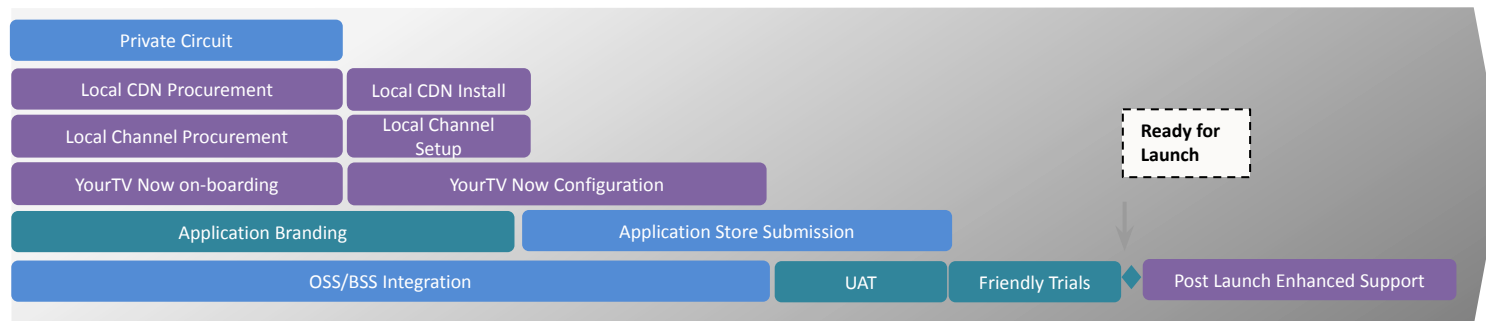
Maximize Operator's ROI



1. Preserve Legacy STBs
2. Leverage Available Perpetual EPG Licenses
3. Repurpose On-Premise Encoders and Video Cache
4. Boost Advertisement Revenue with Dynamic Ad-Insertion

YourTV Now Onboarding Timeline

Target 6-12 weeks to launch based on circumstances



Joint Responsibility



Minerva
Responsibility



Customer Responsibility



Ways to Accelerate the Timeline

- Expand an existing circuit to Equinix Chicago
- Use existing hardware for CDN nodes
- Re-use local transcoders
- Gather distribution rights contracts
- Provide Rovi Station IDs
- Use YourTV+ brand
- Launch with Swivel-chair integration



Which saves time by

- Shortening Private Circuit procurement
- Eliminating Local CDN procurement
- Eliminating Local Channel procurement
- Speeding the On-boarding
- Speeding the YourTV Now Configuration
- Eliminating the Application Store Submission
- Removing OSS/BSS dependency

Fast Transition in 7 Easy Steps



1. Issue PO
2. Tenant Configuration
3. Local Channels Mapping
4. Edge Cache Configuration
5. Training and Testing
6. Subscribers Database Migration
7. New Service Launch

Plan 6-12 weeks depending on lead times for local channel encoders, high speed connection to headend, app branding, OSS/BSS integration, marketing etc.

Contact Minerva



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