



BEST PRACTICES FOR DELIVERING THE BEST IP VIDEO PERFORMANCE

APRIL 2021

Minerva **Highlights**



Headquartered in **Silicon Valley** with R&D centers in California, Bulgaria and Italy

Over the past **20 years** we have built the foundations for the next-generation of television

More than **300 operators** in 53 countries servicing 5 Million+ subscribers

Funded by top Silicon Valley VCs Minerva has been **profitable** for the past 15 year

Our Mission



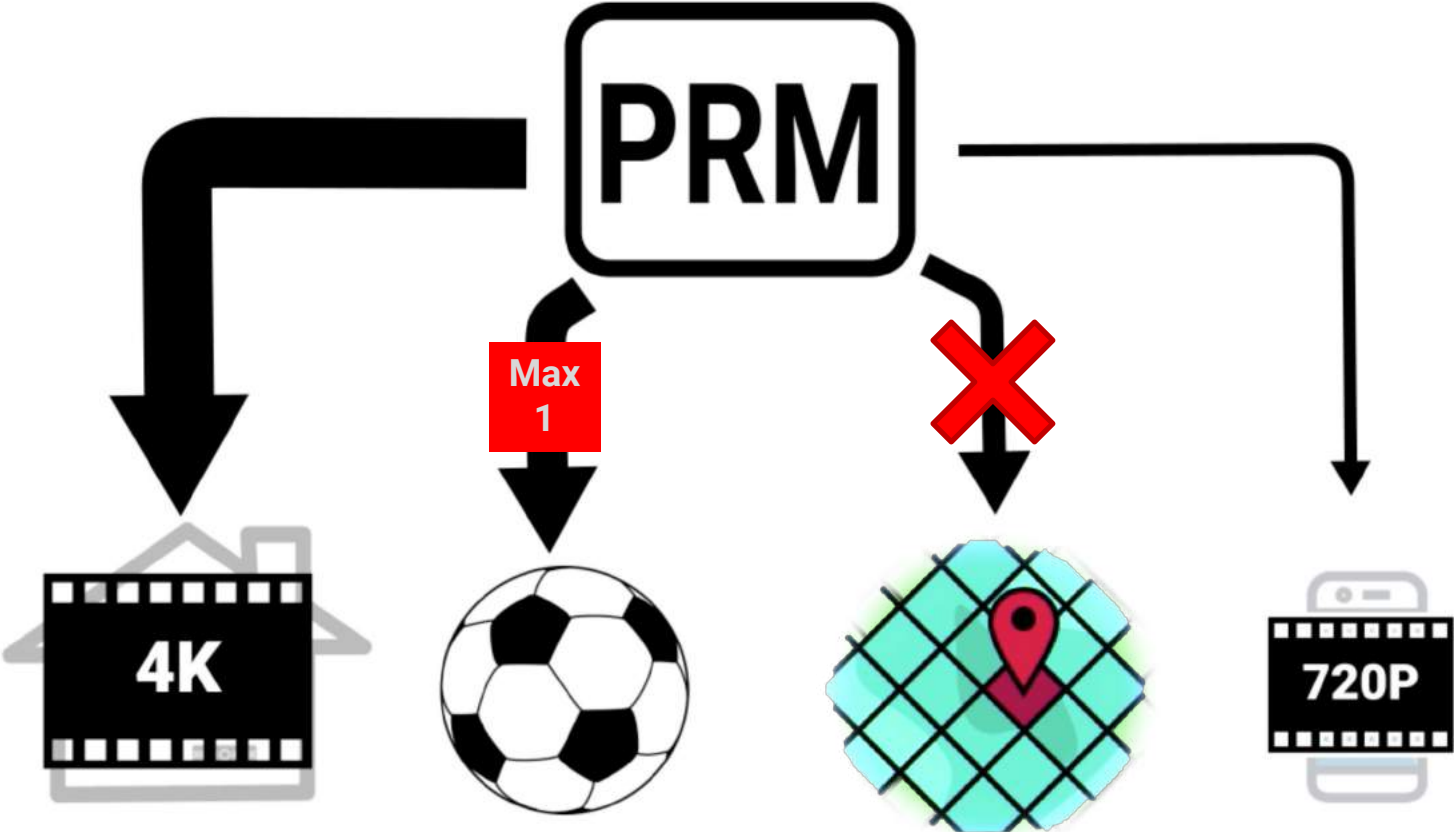
To enable **consumers** worldwide
to **discover** and **enjoy** the content they love,
on their own or **together** with the special people in their lives

Formula for **Success**



- ❑ Deploy a smart network
- ❑ Create a visually compelling experience
- ❑ Embrace OTT
- ❑ Offer innovative features
- ❑ Merchandize and upsell
- ❑ Maximize ad revenue

Intelligent Delivery for the Best Video Experience



WONDER WOMAN

An Amazon princess comes to the world of Man in the grips of the First World War to confront the forces of evil and bring an end to human conflict.

Recommended for You Live TV



Public Affairs Events

Other



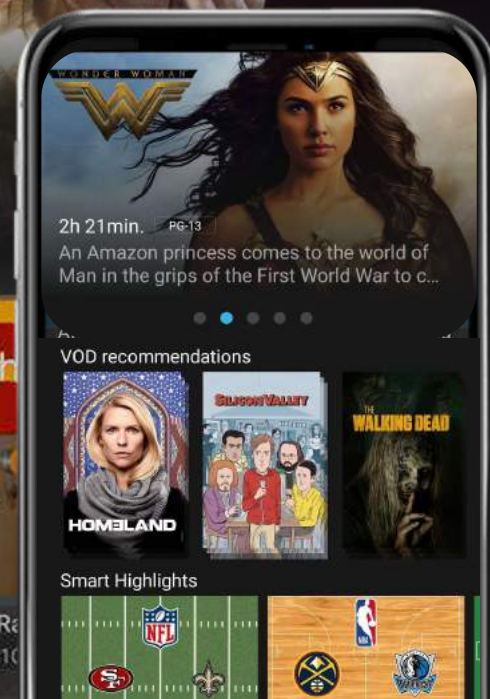
Hot Stove

Baseball



The Rap

\$15 ETC



2h 21min.

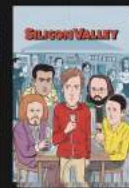
PG-13

An Amazon princess comes to the world of Man in the grips of the First World War to c...

VOD recommendations



HOMELAND



THE WALKING DEAD

Smart Highlights



Daily Pop

Daily Pop

Embrace OTT Apps.

Subscribers will use them anyway.

Live content keeps them coming back.

Neutralize the platform launcher.

Use their brand strength to build your own.



Applications

NETFLIX

prime video

Disney+

HBO GO

ESPN

peacock

Watch With Me.

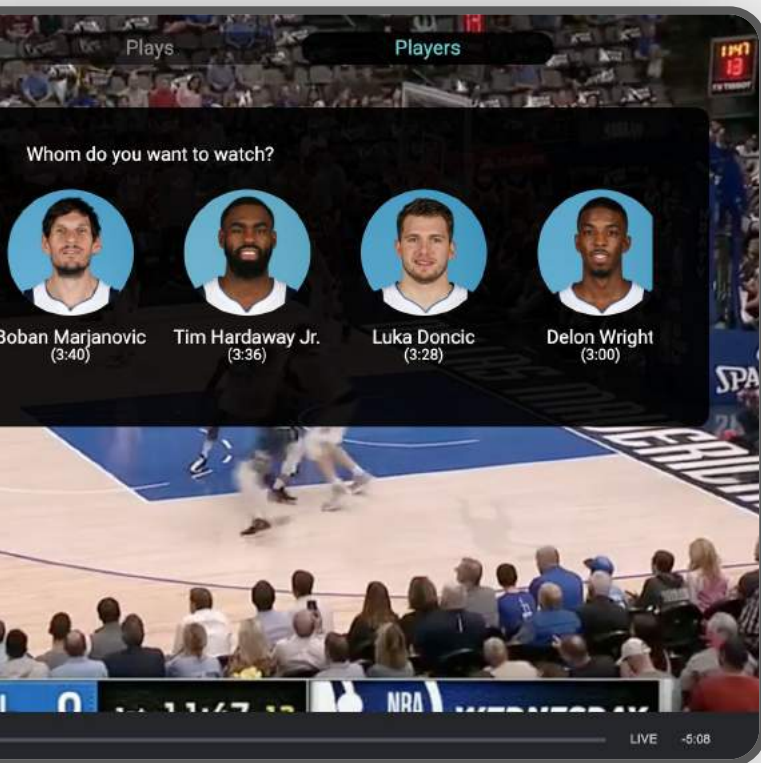
Social Engagement.

Call and Message.
Send sounds.
Take Social Selfies.
Video Call Friends.

Share the excitement without ever leaving
the show. Talk or message in real time.
React with customized sound effects.
Capture memories with shared selfies.



Smart Highlights.



Enjoy Time-shifted Programming.

By time.
By Player.
By Play.

Smart Highlights goes beyond compressing a sport event into a short form video snippet. Instead, users are given control to personalize the highlights to match their areas of interest and available time.

Top 10

Alvin and the Chipmunks Chipwrecked

1h 27min

CC

HD

PG

Playing around while aboard a cruise ship, the Chipmunks and Chipettes accidentally go overboard and end up marooned in a tropical paradise. They discover their new turf is not as deserted as it seems.

Genre: Comedy · Fantasy · Family



DISCOVERY

GENRE

CHEERFUL

CONTENT TYPE

SOURCE



Advertisement

Claro^{pré}

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

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

 E LIGAÇÕES
+
 **complica**
ILIMITADOS

preço nele



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

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

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

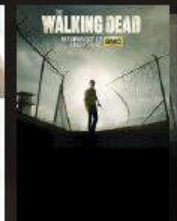
[Assine já](#)



On Demand



Recordings



Personalize **your ads.**

Dynamic Ad Insertion (DAI).

Higher revenue per avail.

Can support Live and VOD.



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Key Point	Why It Matters
Proven across 300 operators, at scale	<ul style="list-style-type: none">● Demonstrates “out of box” readiness with no custom software.● Tested in variety of networks, eco-systems, devices, service models to eliminate any hidden “gotchas”● Fastest time to revenue at scale
Extensive UI configuration control without programming	<ul style="list-style-type: none">● Consistent experience across all devices● Simple tool for marketing to use● More operator control● Award winning client
Comprehensive easy to use Admin Portal for all major services	<ul style="list-style-type: none">● Eliminates dependencies on OSS/BSS integrations● Faster service enablement and feature deployment● Automated content workflows and rule based flow control
Dynamic Ad Insertion support	<ul style="list-style-type: none">● Enables “freemium” business models● Maximizes potential ad revenue
Policy Manager	<ul style="list-style-type: none">● Optimizes bandwidth utilization● Enforces content rights restrictions (geoblocking) and stream counts● Supports new revenue models for special device, stream or specific content access
Personal Recommendations	<ul style="list-style-type: none">● Creates a higher value service for each user● Faster time to content users want to watch



Key Point	Why It Matters
Sports Highlights	<ul style="list-style-type: none">● Builds on key differentiator of TV service providers - live sports● Can drive incremental revenue for additional nDVR storage
Watch With Me	<ul style="list-style-type: none">● Creates social networking effect and build promoters (NPS)● Stimulates engagement to increase “stickiness”
OTT App Integration	<ul style="list-style-type: none">● Inexpensive way to expand content library● Expand relationships built from CDN services offered to video services● Easy access to hyperlocal content on YouTube or other popular local services
Merchandising / Upselling	<ul style="list-style-type: none">● Free advertising for content packages and operators’ other services● Plays well with freemium models
Cloud friendly, scalable architecture	<ul style="list-style-type: none">● Easy to deploy, scale, manage
User Analytics	<ul style="list-style-type: none">● Use data to negotiate with content owners● Adapt the user experience to reflect how people are using the system● Identify user patterns to recognize when subscribers might be ready to churn, or upgrade



Q&A