



BUILDING A SUCCESSFUL TV SERVICE DURING CHALLENGING TIMES

APRIL 2021

Agenda



Introductions

Market Trends

New Rules of Engagement for Success

Q&A



Matt Cuson

VP of Product and Marketing
Minerva Networks



Steve Burnett

Assistant General Manager
Mahaska Communication Group



Joe Six

Network Manager
Mahaska Communication Group



Minerva **Highlights**



Headquarters in **Silicon Valley** with R&D centers in California and Europe

Hosted managed **video platforms** available for operators worldwide

More than **300 operators** serving over **5 million subscribers**

Profitable for the past 15 years



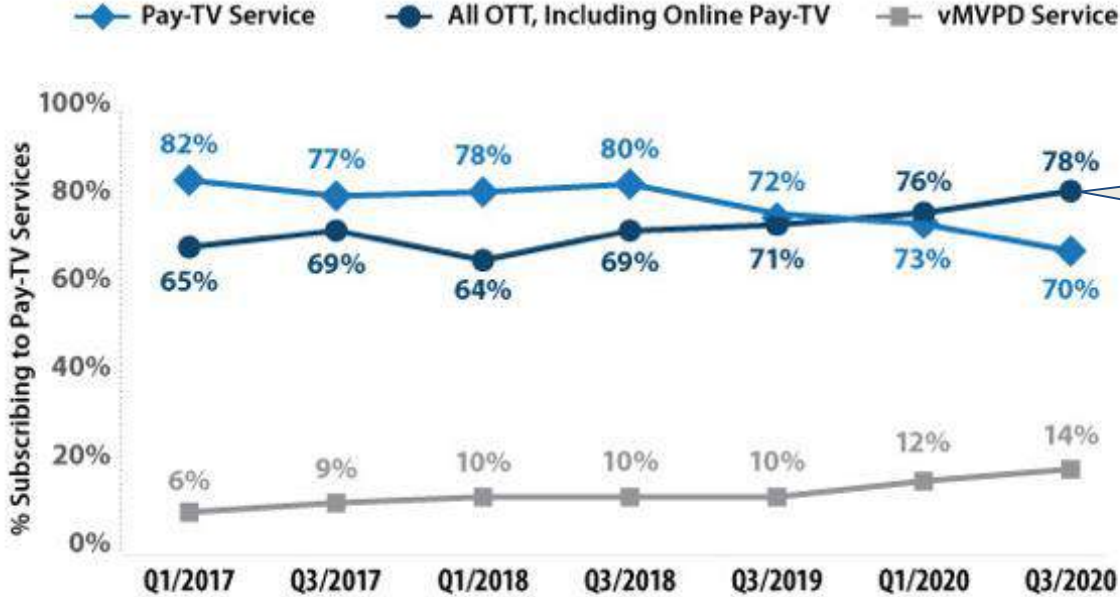
Discussion:

How have market trends impacted the business of broadband and pay TV?

Pay TV Isn't Dying. It's Part of an OTT Bundle



Pay-TV & OTT Service Subscriptions



More people now have both types of services!



Key Question:

How do you keep your pay TV service in the mix?



Rule #1:
Exceed basic expectations

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



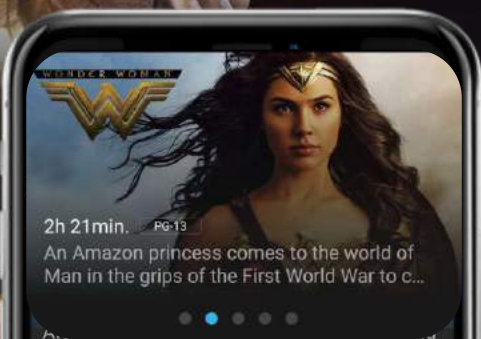
Public Affairs Events
Other



Hot Stove
Baseball



The Rap
\$15 ETC



VOD recommendations



Smart Highlights



Daily Pop
Daily Pop

Smart Highlights

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

Personalized Viewing

- By time
- By player
- By play

Watch With Me



Talk/Text or message
in real time

Capture memories with
shared selfies

React with customized
sound effects

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

Exceed Basic Expectations



Keep the experience fresh

Support consumer devices, especially mobile

Create value AROUND the content

One-click satisfaction



Rule #2:
Promote! Upsell! Cross-sell!



Advertisement

Claro[®] pré

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

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

WhatsApp
E LIGAÇÕES
+
dado
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** frase*
No Combo Multi

Assine já



On Demand



Recordings





Rule #3:

Embrace OTT Apps



Applications

NETFLIX

prime video

Disney+

LATE SHOW
stephen colbert

ESPN

peacock

Netflix

Live TV Recommendations



On Demand



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



Rule #4:

Personalize your advertising

Personalize Your Advertising



Dynamic Ad Insertion (DAI)

Higher revenue per avail

Can support Live and VOD



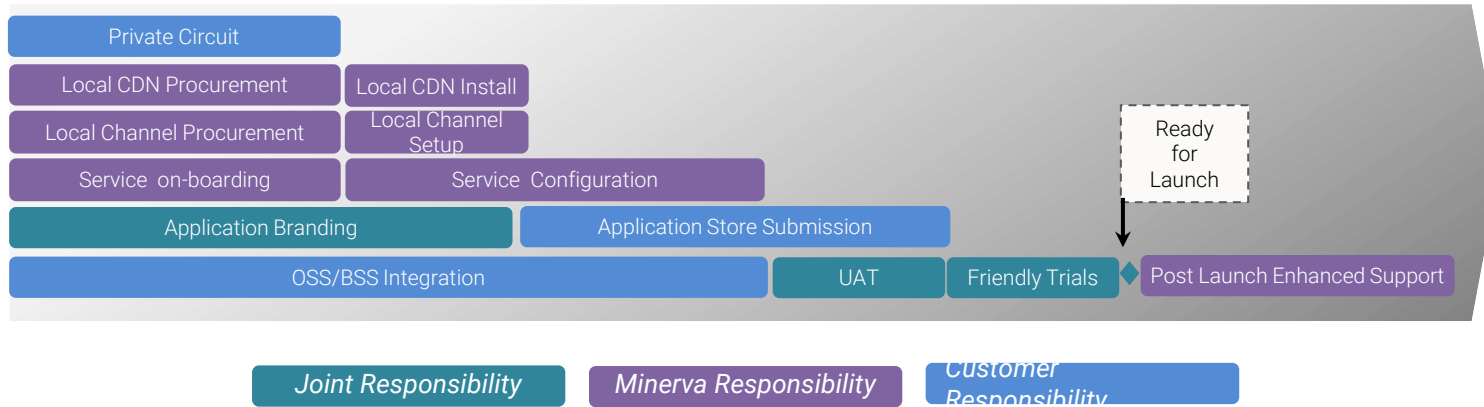
Discussion:
What's is role of pay TV today?

Minerva's Solution Overview

- **Turnkey** video entertainment **service**
- Robust **Administration Portal** with extensive OSS/BSS APIs
- Powerful user interface and navigation **Management Tools**
- **Policy Manager** for playback control and content rules enforcement
- Support for both **consumer devices** and **managed set-top boxes**
- **Apps** for Android TV, Fire TV, Roku, Apple TV, Chromecast, Android, iOS and Web
- Clients for **Amino Linux STBs** and **Amino, Evolution and Kaon Android TV STBs**
- Analytics, Trending and **Recommendations** services
- **250+ linear channels** with **Restart, Catch-up and Network Recordings** features
- On-demand **xVOD services**
- **Dynamic Ad Insertion** available summer 2021

Onboarding Timeline

Target 6-12 weeks to launch based on circumstances



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 Service Configuration
- Eliminating the Application Store Submission
- Removing OSS/BSS dependency

Summary



- Profitable for the last 15 years
- Proven global solutions
- Flexible deployment model (e.g. Cloud or On-premise)
- Differentiated services
- Legacy video infrastructure support (e.g. Amino Linux STBs)
- Dynamic Ad-insertion
- Fast transition options



Q&A



THANK YOU!