



Minerva Networks Announces the Deployment of the YourTV Now Platform for Mahaska Communications Group

Turnkey cloud-based service allows operators to efficiently turn their video services into the best place for the best content

San Jose, CA and Oskaloosa, IA – April 5, 2021 – Minerva Networks, the leading provider of management platforms for the delivery of advanced television services, today announced the deployment of YourTV Now for Mahaska Communications Group (MCG). MCG provides Internet, television, and phone service to customers in Iowa cities that include Oskaloosa, Beacon, Cedar, Lake Keomah, Lake Ponderosa, Montezuma, New Sharon, University Park. The company also provides wireless Internet to rural Mahaska County including the communities of Fremont and Leighton.

Minerva's [YourTV Now](#) is a turnkey white label cloud pay TV service powered by the award-winning Minerva 10 platform. The service allows operators to efficiently turn their video services into the “*best place for the best content.*” Minerva YourTV Now, pre-integrated with popular OSS/BSS systems, features service management, video encoding/transcoding, time-shifting and streaming services. When paired with the Minerva 10 platform, Mahaska becomes part of a turnkey platform that offers a full range of television functionality including catch-up TV, restart TV, personal video recording, recommendations, and binge watching.

“Looking to move away from legacy IPTV technology, this new service will allow Mahaska to deploy a streaming solution with more devices including tablets, smartphones, firesticks and more,” said Matt Cuson, VP of Marketing and Product for Minerva Networks. “Known throughout Iowa for their reliability and innovation, we are proud to be working with Mahaska as they upgrade their technology platform and continue to deliver great TV services to their loyal and growing customer base.”

“As a leading operator, we are excited to be working with Minerva to create a more compelling and engaging user experience in a very short amount of time,” said Steve Burnett, Assistant General Manager at Mahaska Communication Group/MCG. “The entire industry has learned so much over the last year and as the market continues to evolve, I am looking forward to sharing what we’ve learned here at Mahaska along with what we know will be keen insights from Matt.”

In conjunction with The Iowa Communications Alliance (ICA), on Tuesday, April 6th at 10:00 AM CST, Minerva Networks and MCG will host a webinar titled Building A Successful TV Service During Challenging Times. During the session, Minerva’s Matt Cuson and Mahaska executives will discuss how operators can exploit their unique position as aggregators to win in today’s ever-changing marketplace. ICA CyberPass Members do not need to register for this webcast. The event is available to non-members for \$65/person. Registration is available [here](#).

**About Minerva Networks**

Minerva is the leading provider of management platforms for the delivery of next-generation television services. Over 300 operators worldwide have deployed Minerva's solutions to power advanced entertainment services that delight millions of subscribers. Minerva enables operators and content providers to transform their video offerings and deliver unique experiences anywhere and on any device. For more information, please visit www.minervanetworks.com

About Mahaska Communications Group

Mahaska Communication Group (MCG) is a telecommunication company based in Oskaloosa, Iowa. MCG provides high-quality Internet, Television, and Phone service to over 5,354 residents and 585 businesses in Oskaloosa, Lake Ponderosa, Montezuma, New Sharon, and Sigourney with 476 rural wireless customers in Marion, Mahaska, Poweshiek, Keokuk, and Wapello Counties. For more information, please visit www.mahaska.org