



LIVE IN 6!

MAY 2021

Matt Cuson

Vice President
Product & Marketing

Andy Crowe

Vice President
Worldwide Field Operations



Minerva **Highlights**



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

Award winning platform for next-generation television services

More than **300 IPTV & OTT deployments** serving over 5 Million subscribers

Active investments for **innovative new features**

Profitable for the past 15 years

Agenda



Minerva cloud solution overview

Deployment timeline

Bonus features

Minerva **Cloud Solution Overview**

- **Turnkey** hosted and managed **pay TV service**
- Robust **Administration Portal** with extensive OSS/BSS APIs
- Powerful user interface and navigation **Management Tools**
- 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**
- **250+ linear channels** with **Restart, Catch-up** and **Network Recordings** features
- Subscription and free **Video on Demand** services
- Analytics, Trending and **Recommendations** services
- **Dynamic Ad Insertion** available summer 2021

Live in 6! Assumptions

- Content **distribution rights** already secured
- **Network connection** to headend available within 2 weeks of start date
- Minerva **YourTV+ application** with in-app operator brand
 - Fully branded apps can be added later
- **Minerva Identity Provider** (IDP) solution
- Live TV, Cloud Recording, CU/RS on **national channels**
- **Local channels**, Live TV only
 - CU/RS, Cloud Recording added later
- Optional support for **Subscription and Free VOD**
- Manual **customer provisioning** to start
 - API integration added later
- Up to 3 **DMAs**

Deployment **Timeline**

Prior to start	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
PO issued	Set-up operator regions, channel line-up	Complete system and IDP set-up Check EPG on locals	Integration test, UAT Provision field trial users	Export/Import customer file (optional)	Field Trial Validate customer import	Field Trial Launch
Channel line-up confirmed						
Kick off call						
Review project plan						
Transport circuit connection to headend. Network design and implementation. Cloud infrastructure provisioned.			Turn-up local channels	Verify local channels		
Marketing activities: Prepare documentation, user information/training campaign						
Optional activities to bring online when ready (pre or post launch): OSS/BSS integration, local CDN						

Primarily Minerva responsibility

Primarily operator responsibility

Live in 6! **Special Offer**

- Limited to first 10 qualified customers
- \$50,000 Set-up fee PO must be received by June 11th
- Within 6 weeks of project start, contracted services will be ready for deployment*
- If system is not ready in 6 weeks, Set-up fee will be credited towards monthly licenses

* Delays related to operator's equipment procurement, network connections or operator's own marketing activities do not apply.



- Can I reuse my local channel transcoders?
 - Yes, if certified with our origin server
- Can I reuse my local edge cache hardware?
 - Yes, provided that hardware meets minimum requirements
- How will apps be published?
 - Minerva will publish the YourTV+ application with in-app operator brand
- What OSS/BSS are pre-integrated?
 - NISC, GLDS, Innovative. Others can easily integrate with our APIs.
- What are monthly recurring charges (MRC)?
 - Contact Minerva sales. Prices vary by system configuration and services offered.

Minerva Bonus Features

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



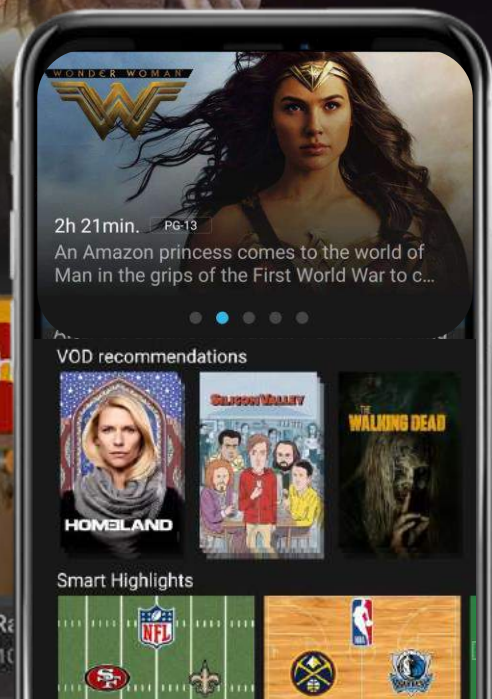
Public Affairs Events
Other



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



Smart Highlights





Advertisement

100
a
Happy Birthday
Celebrate
with Amazon Gift Cards > [Shop now](#)

On Demand



Recordings



Live TV



Once Upon a Time in... Hollyw...
Action, Adventure



Bad Boys for Life
Action, Adventure



Roma
Action, Adventure



Avengers: E...
Action, Adventure

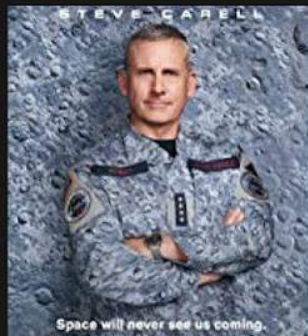
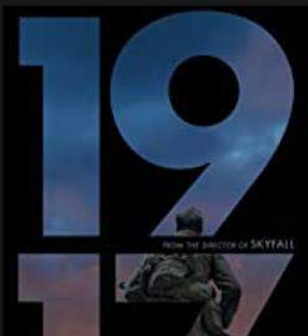
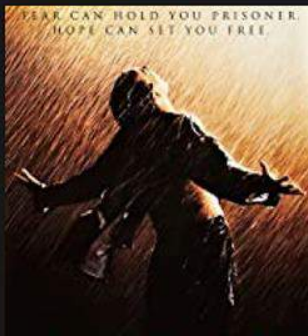
Action Movies

Popular Series

HBO

Pizza

Live TV



Pick Your Purchase Page Style



A promotional banner for HBO GO featuring the main cast of Game of Thrones. The background shows a dragon roaring against a dark, stormy sky with a plane flying in the distance. In the foreground, several characters are shown, including a man with a beard, a woman in a red beret, and a child. A smaller version of the same image is shown on the left side of the banner.

[Subscribe](#)

\$ 45.90

Why people love HBO GO
More than 6000 hours of series and movies in your language.
Hit series, the biggest blockbusters and the sweetest kids content.
All episodes of HBO OP series available anytime.
All seasons. All episodes.

An advertisement for Hot-Fresh Pizza Pizza. The background features two slices of pepperoni pizza. The text 'Buy one get one FREE!' is written in large, bold, orange-outlined letters, with 'FREE!' in yellow. The Hot-Fresh Pizza Pizza logo is in the bottom left corner, and a QR code is in the bottom right corner.

**Buy one
get one
FREE!**

Hot-Fresh
**PIZZA
PIZZA**

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+

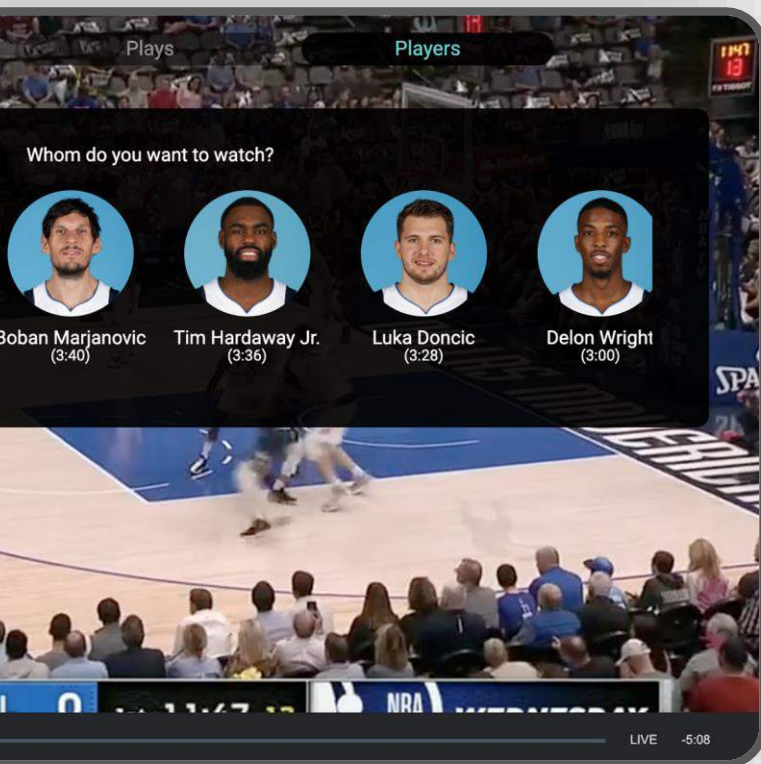
HBO GO

ESPN

peacock



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.

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.



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

Personalize **your ads**

Dynamic Ad Insertion (DAI).

Higher revenue per avail.

Can support Live and VOD.





Thank you!

Contact us at sales@minervanetworks.com