



# MINERVA YOURTV NOW CUSTOMER WEBINAR

APRIL 2022

MINERVA CONFIDENTIAL

# Agenda



- New Releases
- Platform & Service Update
- Marketing Resources & Refresher Demo
- Q&A



# New Releases

Matt Cuson, VP Product & Marketing

# AndroidTV 2.8



## User features

- Detached video window (ATV 2.7)
- Off-network playback
- Operator Defined Channels list in EPG
- Added Restart button in Fullscreen
- Progressive skip (FF/RW)
- My Account Page (contains My Profile,Users,Log Out)

# AndroidTV 2.8 (cont)



## Marketing

- Stripe Items & Purchase pages (ATV 2.7)
- UI Assignment by Service
- Anonymous Browse Mode

## Configuration

- Personalize recommendation CUTV stripes
- Allowing RW but NOT FF on Restart assets

## Operations/support

- Remote log collection
- Usability Analytics update

# AndroidTV 2.8



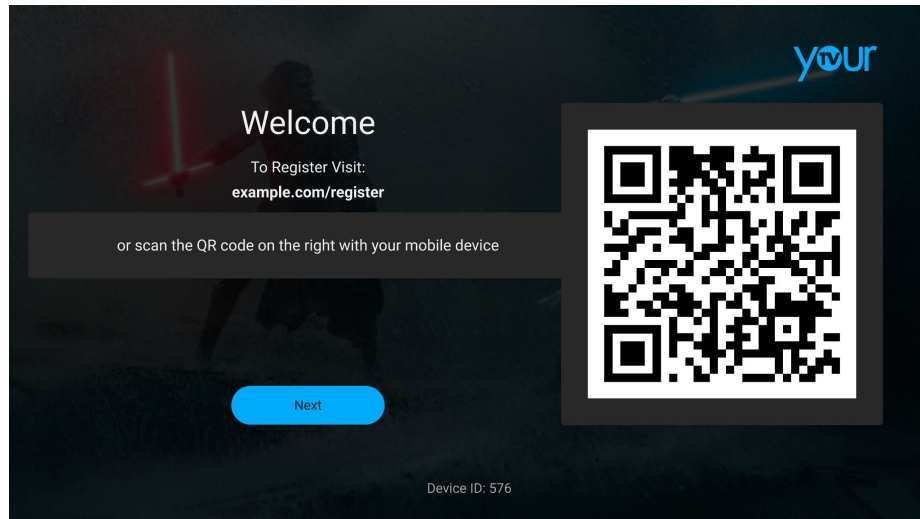
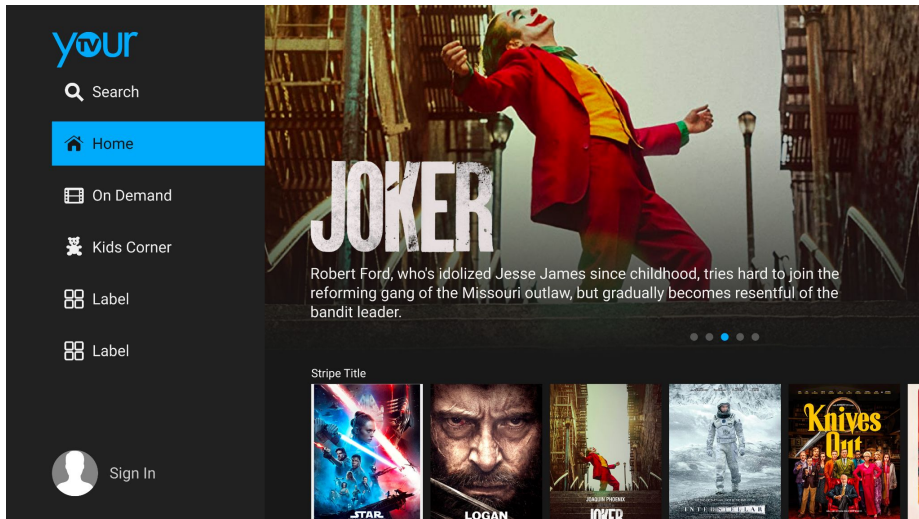
## Operator Defined Channels list in EPG

All Channels Music Movies Sports Kids 11:23 Thu Sep 12

Today	10:30	11:00	11:30	12:00				
1  ↻	10 Things I Hate About	American Bea	Good Morning	The Scyscrap	Avengers: Enc	Avengers: Endgame (2019)	vA	
2  ↻	< Inception (2010)	● Star Wars:	Parasite (201	● Bad Boys for Life (2020)	Dog Whisperer			
3	Squawk on the Street: C	CNN Live Today		Deadliest Cat	Hell's Kitchen	Wall-E	10 Things I Ha	
4	< 10 Things I Hate About Action · Drama	Ameri Crime ·	Good Morning, Am Adventure · Sci-Fi	Avengers: En Comedy · Drama	The Scyscrap Comedy · Crime	Inception (20 Drama · War	Star Wars: Tr Action · Adventu	Parasite Action · Ar
5  ↻	The Scyscraper	● Avengers:	Inception (20	Star Wars: Th	Parasite (2019)		Parasit	
7	Bad Boys for Life (2020)	Dog Whisperer	Squawk on th	CNN L	Deadliest Cat	Hell's Kitchen	Wall-E	10 Things I H
8  ↻	● American Beauty	Good Morning	The Scyscraper		Avengers: Enc	Inception (2010)		

# AndroidTV 2.8

## Anonymous Browse Mode



# Field Trial Releases



- Apple TV 2.3 Field Trial
- Roku 2.3 Field Trial
  
- Close some of feature gap with Android TV
- Update to match 10.6.1 feature support
- See Release Notes for full list





# Platform & Service Update

Andy Crowe, VP Field Operations

# Service Interruptions



Date	Duration	Cause	Impact	Corrective Actions
2022-Apr-18	1:30	Snow on satellite dishes	180 National channels down	Clear snow; Adjust heaters
2022-Mar-23	1:05 and 1:20	VMX encryption service down due to high demand and low capacity	All channels unable to be decrypted	Add capacity; Improve monitoring capability
2022-Mar-14	1:45	Middleware services down due to an AWS server failure and a high availability misconfiguration	All services down except LiveTV	Restart affected servers; fix HA configuration; retest
2022-Feb-07	1:18	New Monitoring software flooded server with requests and created an outage	All services down	Disabled Monitoring software; Corrected to remove looping
2022-Feb-03	3:00	nDVR Recording service down due to erroneous configuration change	Recordings not available	Revert configuration; Improve security
2022-Jan-10	1:00	Anevia Cluster 2 down	Local channel outage	Replace UPS



# Marketing Support

Ian Locke, Evangelist



- How-to videos
  - <https://bit.ly/30Emfcd>
- User guide
- UI Configuration training and services



# Market Perspectives

# Nobody is Safe



**NETFLIX**

200K churn  
**-30% stock drop**  
**Considering Ads**

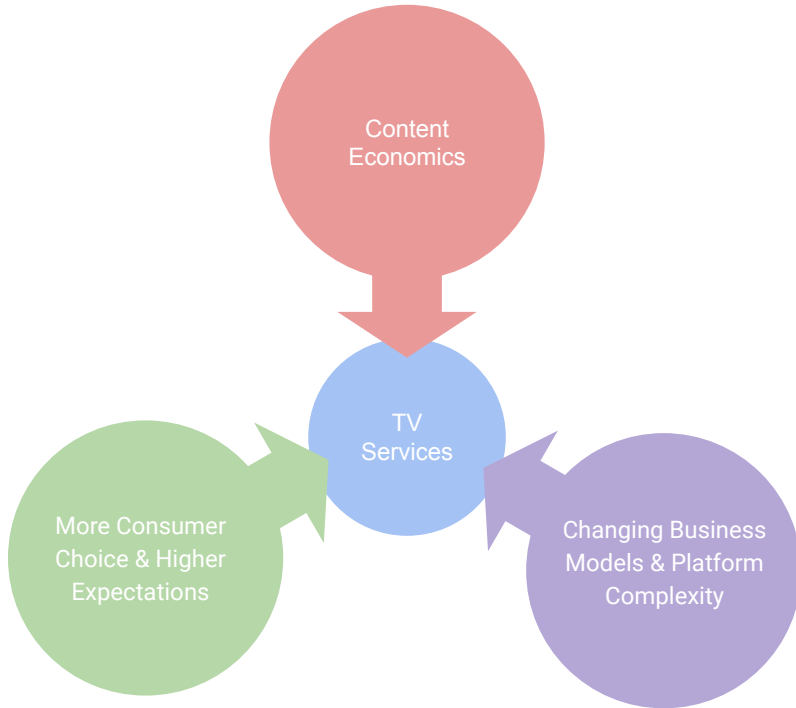


High churn  
**Considering Ads**



**DOA**

# Market Pressures Create Urgency



## Tools to Respond

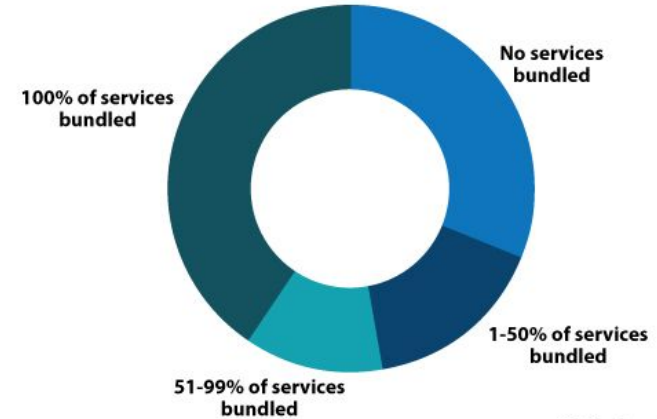
- Dynamic Advertising
- FAST channels
- Compelling experiences
- Exploit unique operator advantages

# Service Providers Have Unique Position



- Aggregator of content
- Aggregator of customers
- Integrated billing
- Local presence
- Local content
- Bundled services
- Broadband customers

**Percentage of OTT Services Bundled with Home Services**  
US Internet Households with OTT Subscriptions



© Parks Associates

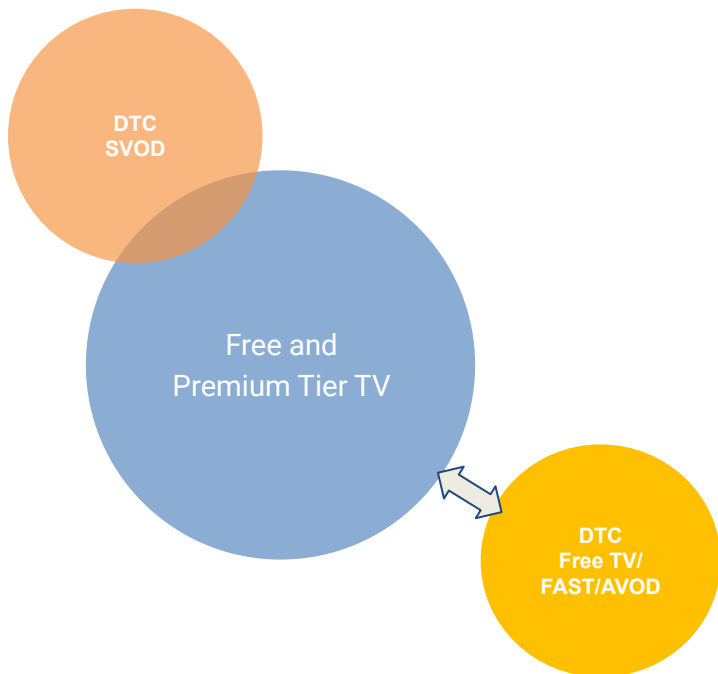
“Simplicity has a fundamental appeal to consumers that service providers can leverage,” said [Paul Erickson](#), Research Director, Parks Associates.



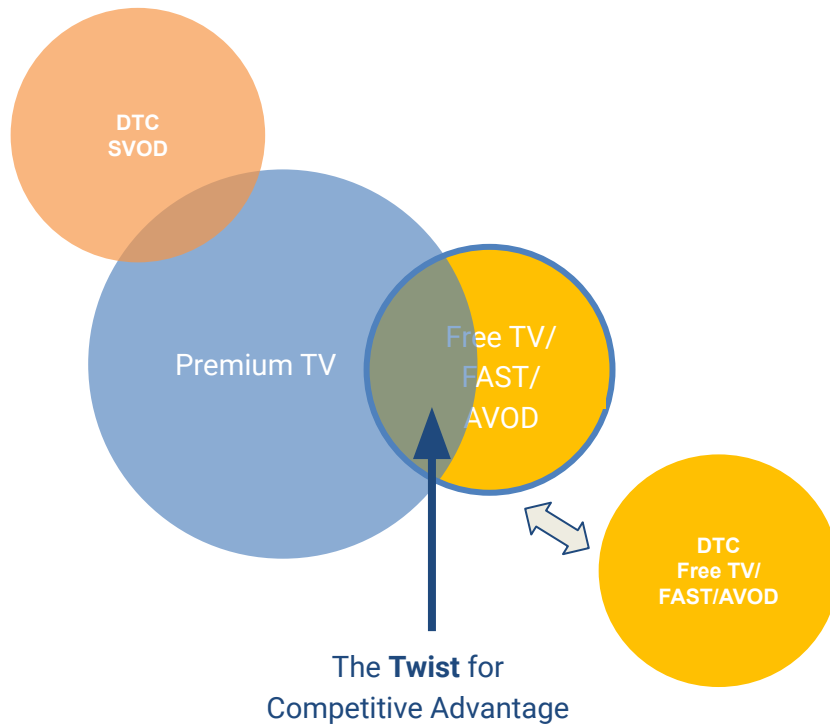
# From Pay TV to Freemium TV



Offer **Free** and **Premium Tier** Service



Offer A Differentiated **Freemium** Service





Thank you!