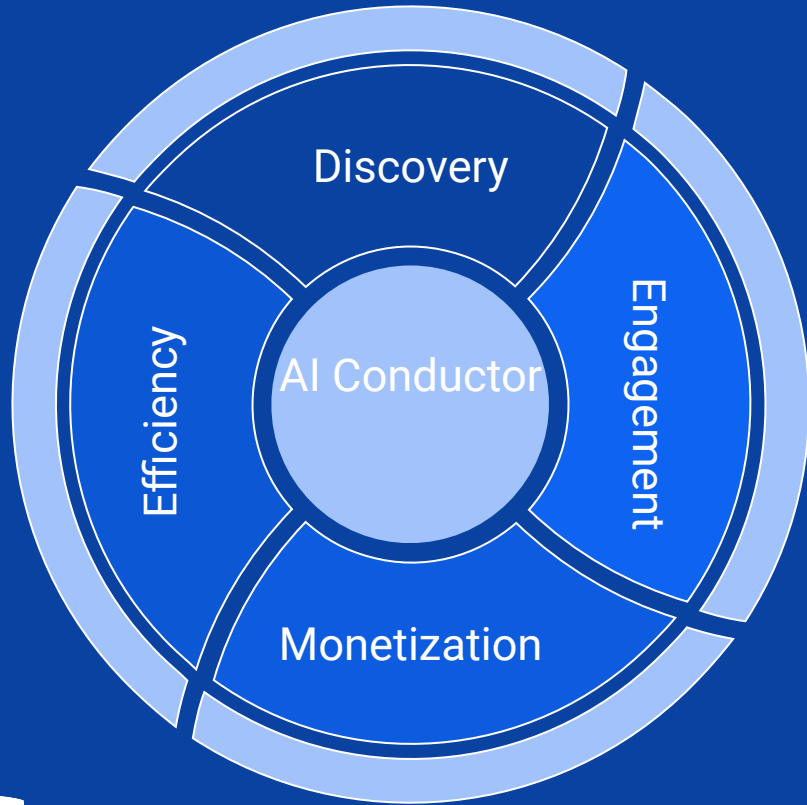




Intelligent Video Entertainment

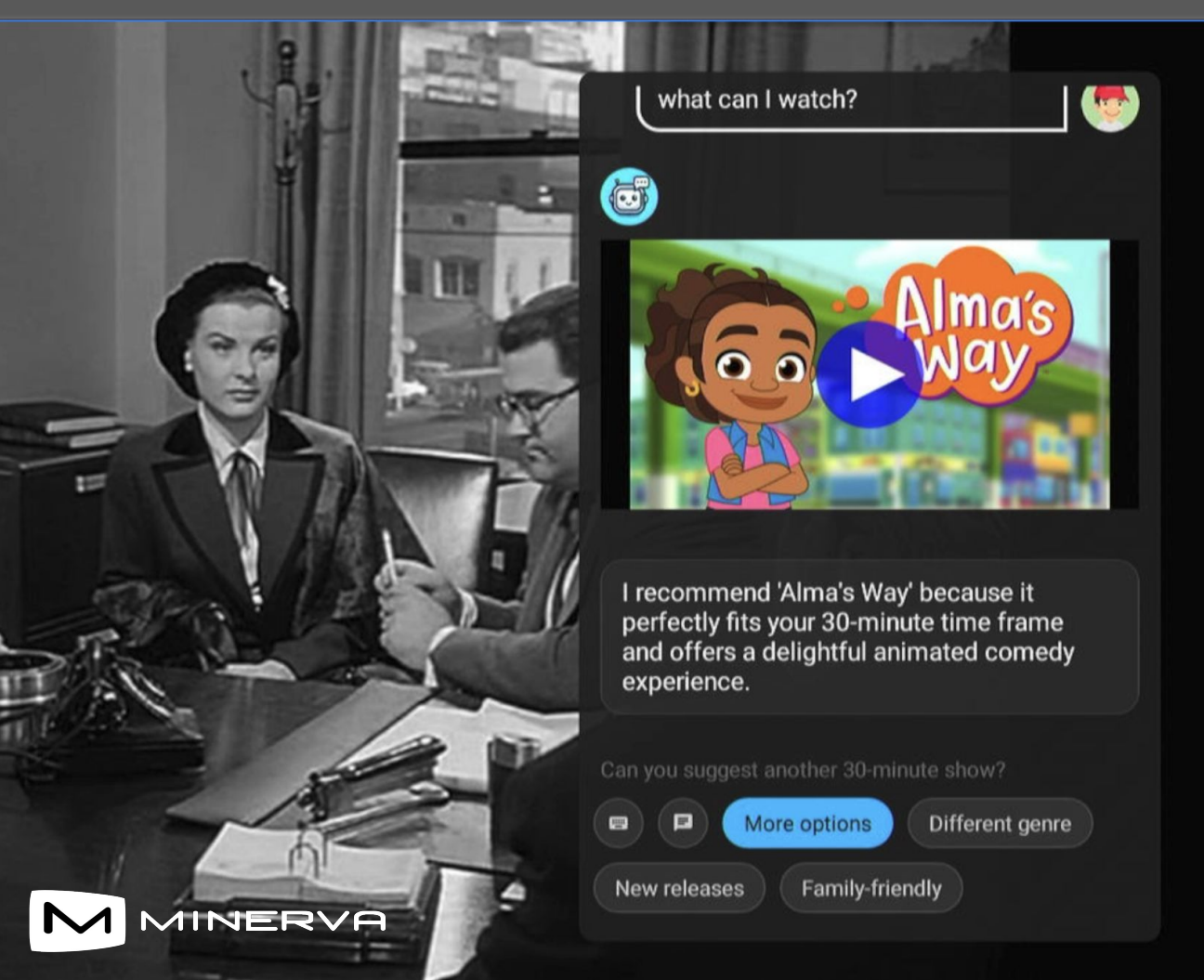
Where AI meets entertainment
for a smarter, more engaging experience

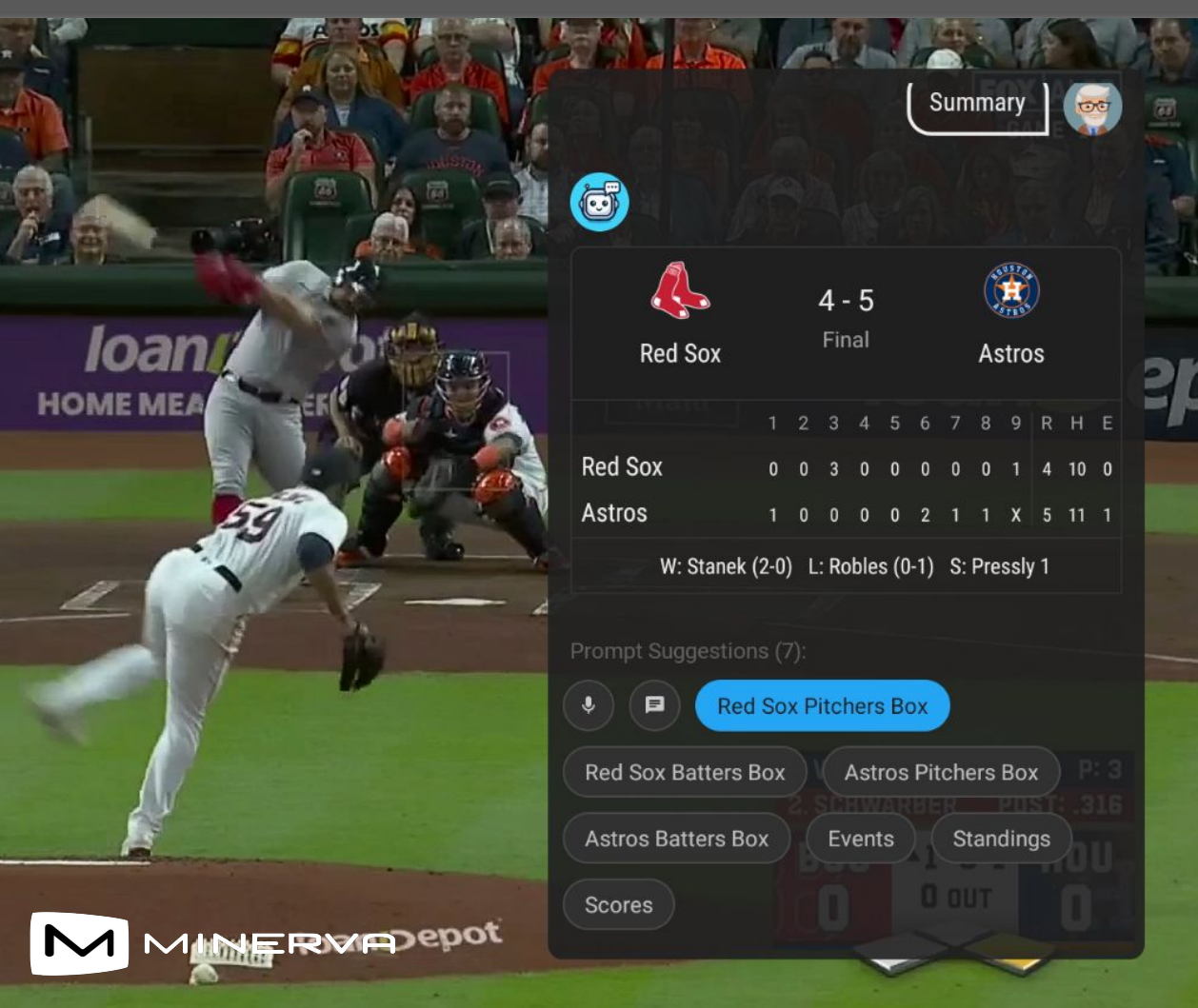
Intelligent Video Entertainment



Minerva's Intelligent Video Entertainment (IVE) framework harnesses the power of AI to deliver a highly personalized and dynamic user experience, streamline operations, and maximize advertising revenue. IVE transforms the way users discover, consume and share their favorite content, and empowers operators to become content super aggregators and effectively promote and monetize their video services.

At the heart of the Intelligent Video Entertainment (IVE) experience, is AI. A simple, text messaging interface provides a single touchpoint for users to discover, enrich, and consume their favorite content. The era of endless scrolling through menus and pages is over. And with conversational speech or AI-guided prompts, users can effortlessly find information about what they are watching and control their viewing experience without leaving fullscreen.





Engagement

The AI Companion enhances the viewing experience by offering one-click access to relevant topics through a set of dynamic buttons. Consumers can also use voice input to ask free-form questions. Each interaction updates the buttons with new, personalized follow-up questions, creating a unique and tailored experience for every user. This AI-driven approach ensures that no two experiences are the same, providing endless opportunities for discovery and engagement.



Hi capo, welcome back! I see you are watching A Blueprint for Murder. Is there anything I can help you with this program?

What can I watch now?



I recommend 'Free Guy' because it's a fun and engaging movie that combines comedy, action, and adventure, making it a great choice for a light-hearted viewing experience.

Monetization

Engaged users create high-value opportunities for advertisers. Pre-roll ads and graphic overlays can be highly effective as users are focused on the screen during playback. Our AI powered Ad Manager evaluates the user interactions over time and optimizes the frequency, number and duration of ads anytime the user starts playing new content. This approach earns the user's trust and leads to higher than average ad rates and better, personalized user experiences.



Efficiency

Minerva's Intelligent Video Entertainment capabilities are powered by a multi-tenant cloud platform to ensure high reliability and performance. AI ensures smooth operations, from content delivery to user support. By analyzing system event data, potential issues are identified and resolved early, keeping the focus on delivering a trouble-free experience to millions of users worldwide. The system scans user patterns to identify high value or under performing content and tags users who might be subject to churn.



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Email us at: sales@minervanetworks.com
Visit us at www.minervanetworks.com