



FAST, SMOOTH TRANSITION TO BETTER VIDEO SERVICES

MARCH 30, 2021

Minerva **Highlights**



- Headquarters in **Silicon Valley** with R&D in California and Europe
- Award winning **video solutions** for operators worldwide
- More than **250 deployments** serving over **5 Million subscribers**
- **Profitable** for the past 15 years



To enable **consumers** worldwide
to **discover** and **enjoy** the content they love,
on their own or **together** with the special
people in their lives

Our Strategy



- **Deploy** turnkey multi-tenant cloud video solutions **globally**
- Power **differentiated** subscriber **experiences**
- **Maximize** operator's **ROI** by preserving infrastructure and revenue streams

Global Franchise Services with Minerva



Partner	Area Served	Services Offered
Com Net Inc.	USA	Linear, xDVR, xVOD, OTT Services
Jackson Energy/Harmonic	USA	Linear, xDVR, xVOD, OTT Services
Vubiquity/Broadpeak	USA	Linear, xDVR, xVOD, OTT Services
INTERNATIONAL		
SES	WW	Linear, xDVR, xVOD, OTT Services
Pontis	LATAM	Linear, xDVR, xVOD, OTT Services
Comteco	Bolivia	Linear, xDVR, xVOD, OTT Services
Clear Cable	Canada	Linear, xDVR, OTT Services

Devices supported: Linux and Android TV STB's, Android TV, Fire TV, Roku, Apple TV, Chromecast, Mobile, Tablet, Web

Differentiated Experiences



Personalized Recommendations

Unified Navigation and Federated Search

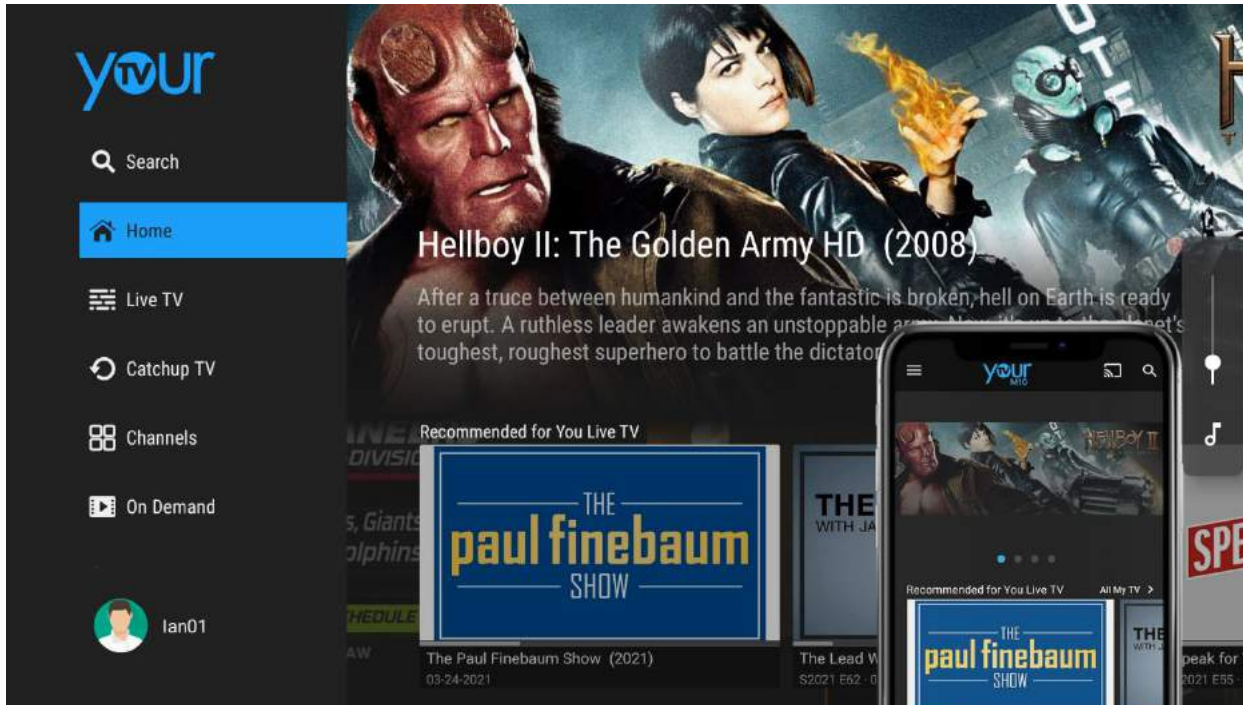
Trending and Similar for Impulse Viewing

Configurable pages Posters and Nav

Top 10

Voice Search & Filters

In App Ad Campaigns



Smart Highlights

Watch With Me

Optimized across all devices

W O N D E R W O M A N

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



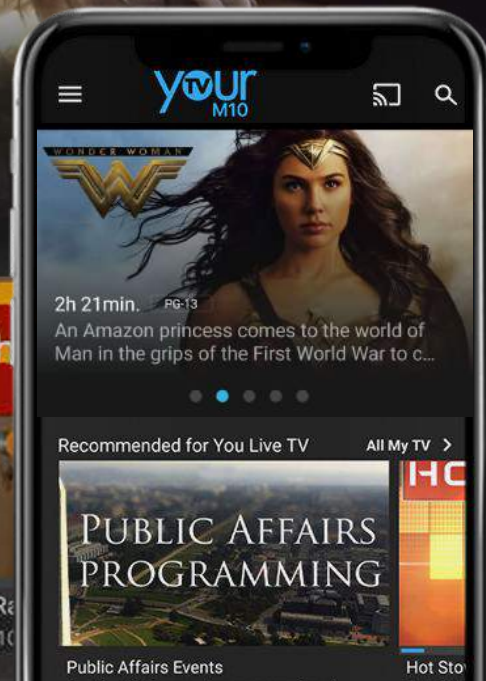
Public Affairs Events
Other



Hot Stove
Baseball



The Ra
S15 E10



Recommended for You Live TV

All My TV >



Public Affairs Events



Hot Sto



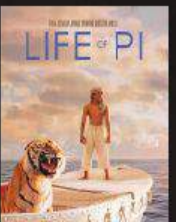
Advertisement



On Demand



Recordings





Advertisement

watch
TOP 200 TV CHANNELS

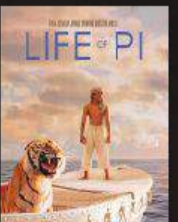
UPGRADE TO
TO PREMIUM



On Demand



Recordings





Advertisement

Claro⁺ pré

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

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

 E LIGAÇÕES
+
 complic
ILIMITADOS

preço
nele



Você merece ultravelocidade na banda larga para estudar, trabalhar e curtir suas lives.

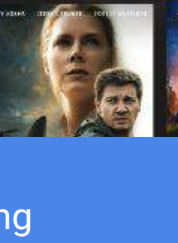
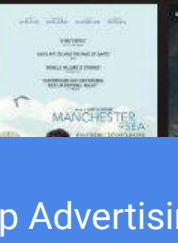
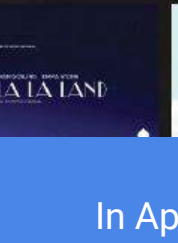
240 MEGA com **WiFiPLUS**
Compre 120 MEGA e leve + 120 MEGA

Por apenas **R\$ 99,99** mensal*
No Combo Multi

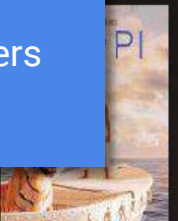
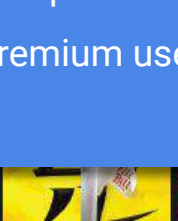
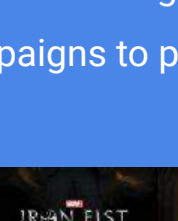
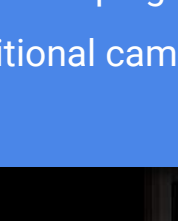
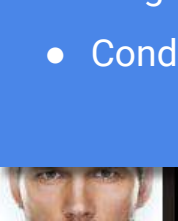
Assine já



On Demand



Recordings



In App Advertising

- On Page or on Nav Panel
- Target campaigns to user groups
- Conditional campaigns to premium users

Differentiated Services

Smart Highlights



- By time
- By player
- By play

Differentiated Services

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

- By time
- By player
- By play

Differentiated Services

Smart Highlights

Plays



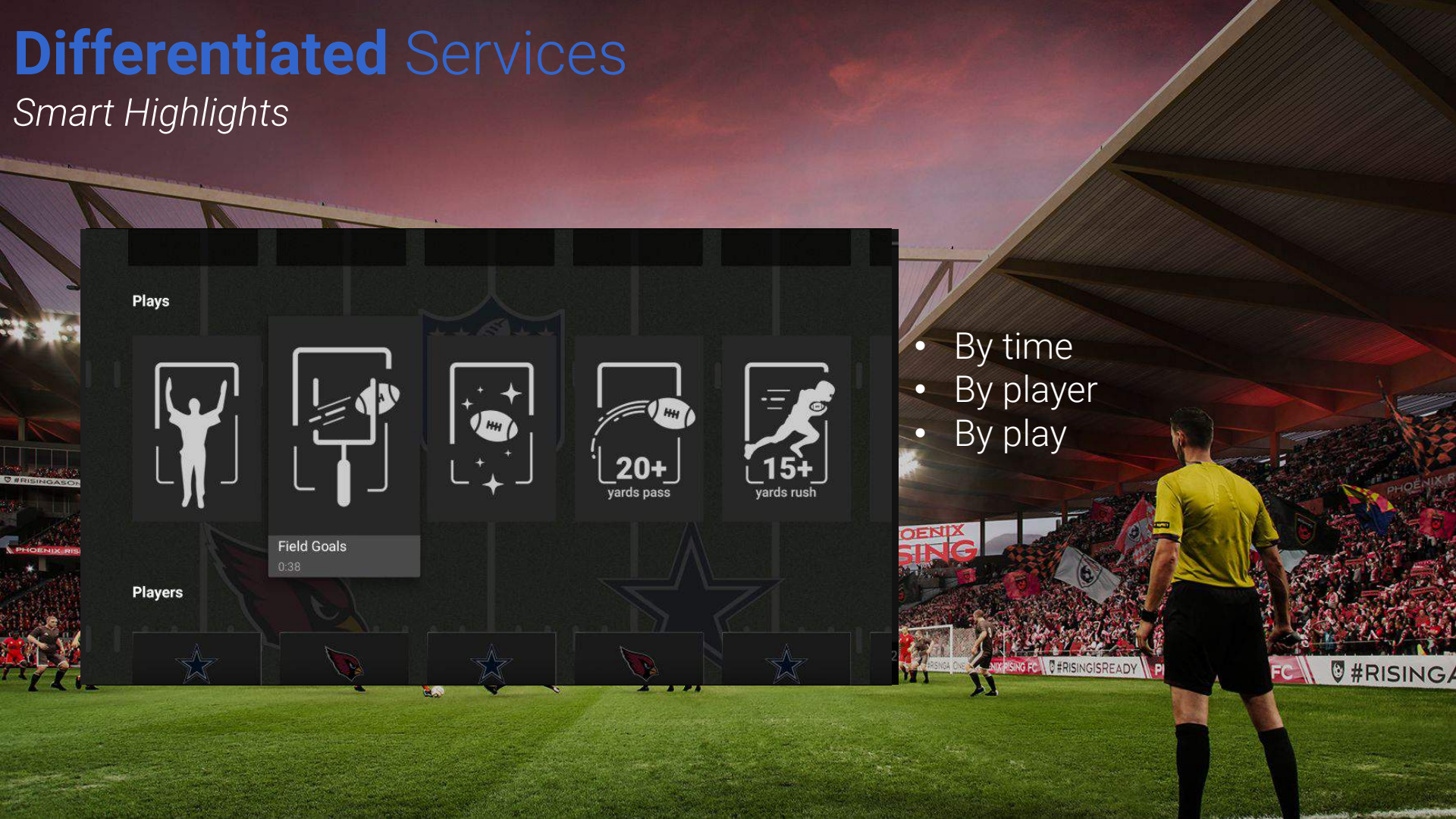
Field Goals

0:38

Players



- By time
- By player
- By play



Differentiated Services

Watch With Me



Talk/Text or message
in real time

Capture memories with
shared selfies

React with *customized*
sound effects

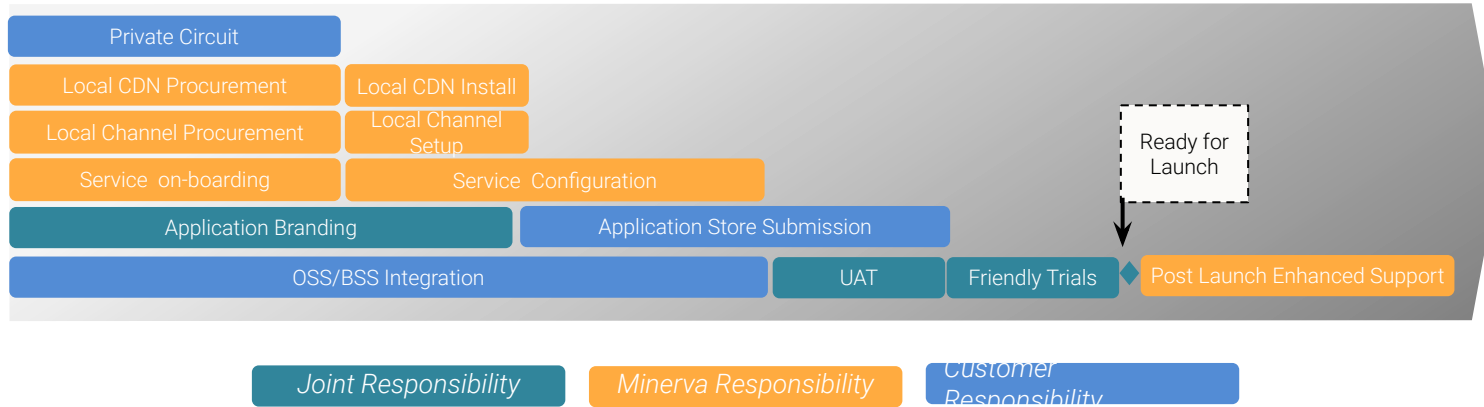
Maximize ROI



1. Upgrade Existing **Amino STBs**
2. Leverage Available **Perpetual EPG Licenses**
3. Repurpose On-Premise **Encoders and Video Cache**
4. Preserve Advertisement Revenue with **Dynamic Ad-Insertion**

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

Q&A

Contact **Minerva**



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Thank you!