



CREATE ENGAGEMENT WITH DIFFERENTIATED SERVICES

JUNE 2021



Introductions & Minerva Overview

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

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



Market Dynamics and Business Implications



Technical Solutions and Best Practices



Winning Best Practices:

Engagement!

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



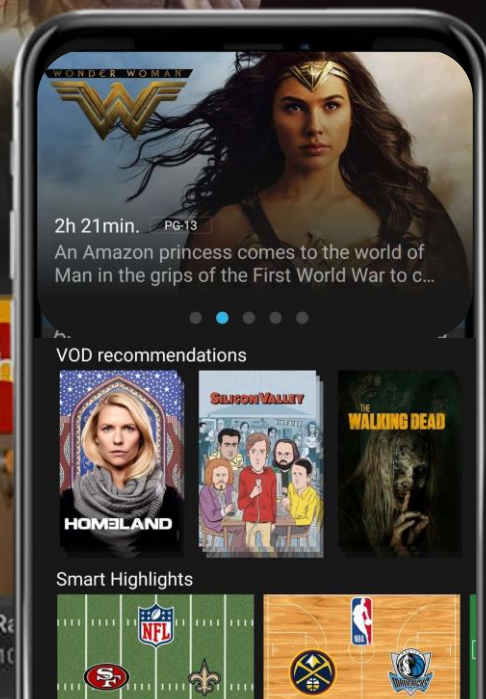
Public Affairs Events
Other



Hot Stove
Baseball



The Rap
S15 E10



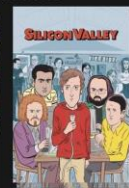
2h 21min. PG-13

An Amazon princess comes to the world of Man in the grips of the First World War to c...

VOD recommendations



HOMELAND



Smart Highlights



Daily Pop
Daily Pop



Winning Best Practices:

**Promote
&
Merchandize**



Advertisement

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

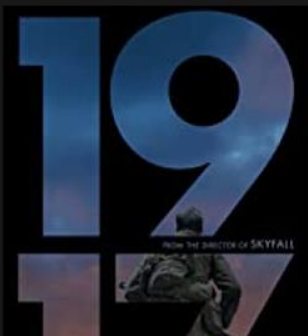
Action Movies

Popular Series

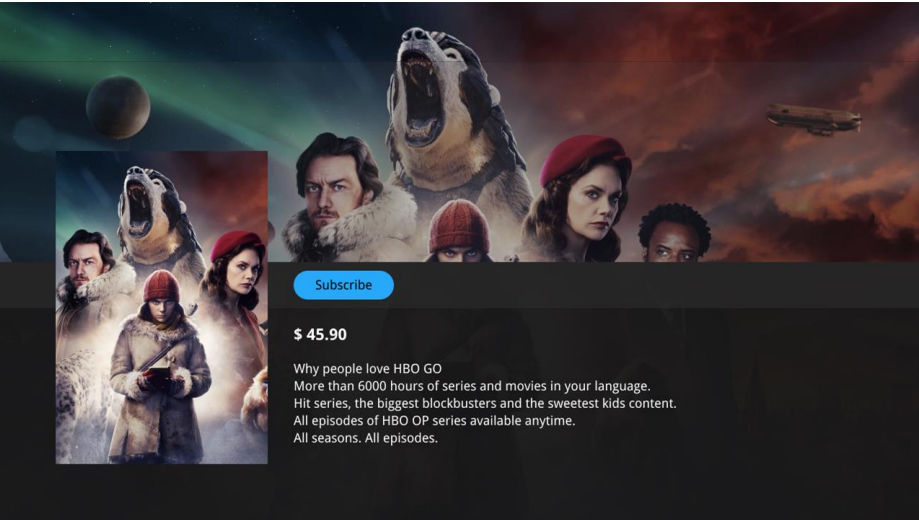
HBO

Pizza

Live TV



Pick Your Purchase Page Style



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.

A promotional banner for HBO GO featuring a collage of characters from Game of Thrones, including Jon Snow, Khal Drogo, Arya Stark, and others. The background shows a dragon and a plane in a dark, stormy sky. A 'Subscribe' button is visible, along with the price '\$ 45.90' and a list of reasons why people love HBO GO.

Buy one
get one
FREE!

Hot-Fresh
PIZZA
PIZZA

A QR code located in the bottom right corner of the advertisement.

A promotional advertisement for Hot-Fresh Pizza Pizza. It features a large image of a pepperoni pizza slice. The text 'Buy one get one FREE!' is written in large, bold, orange-outlined letters. The Hot-Fresh Pizza Pizza logo is in the bottom left corner, and a QR code is in the bottom right corner.



Winning Best Practices:

Embrace OTT

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

The Netflix logo in red text.

The Prime Video logo in blue text with a curved arrow.

The Disney+ logo in white text with a blue arc.

The HBO GO logo in white text.

The ESPN logo in red text.

The Peacock logo in white text with a multi-colored dot.

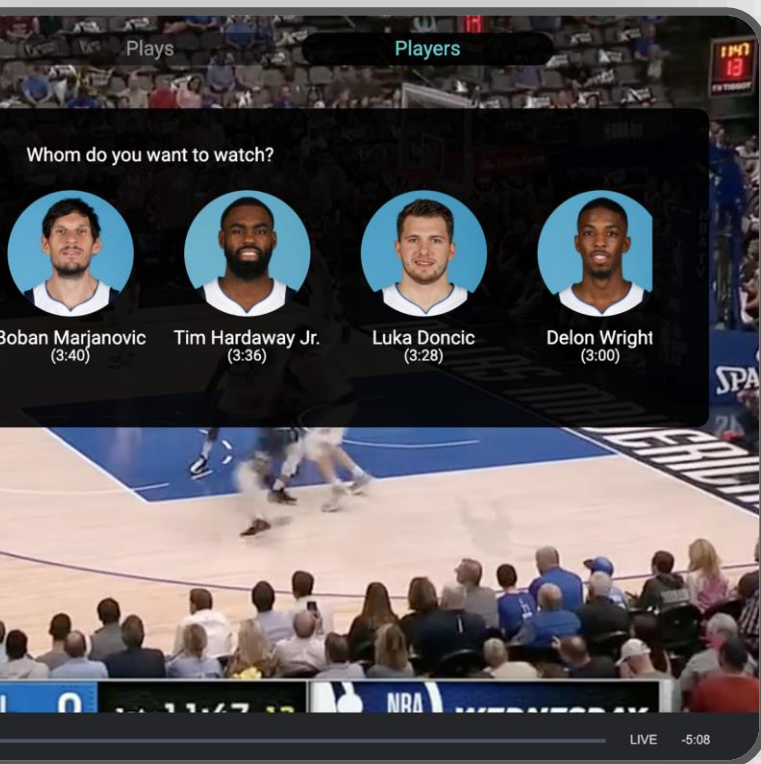




Winning Best Practices:

Create Value
AROUND
the Content

Smart Recordings for My 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.

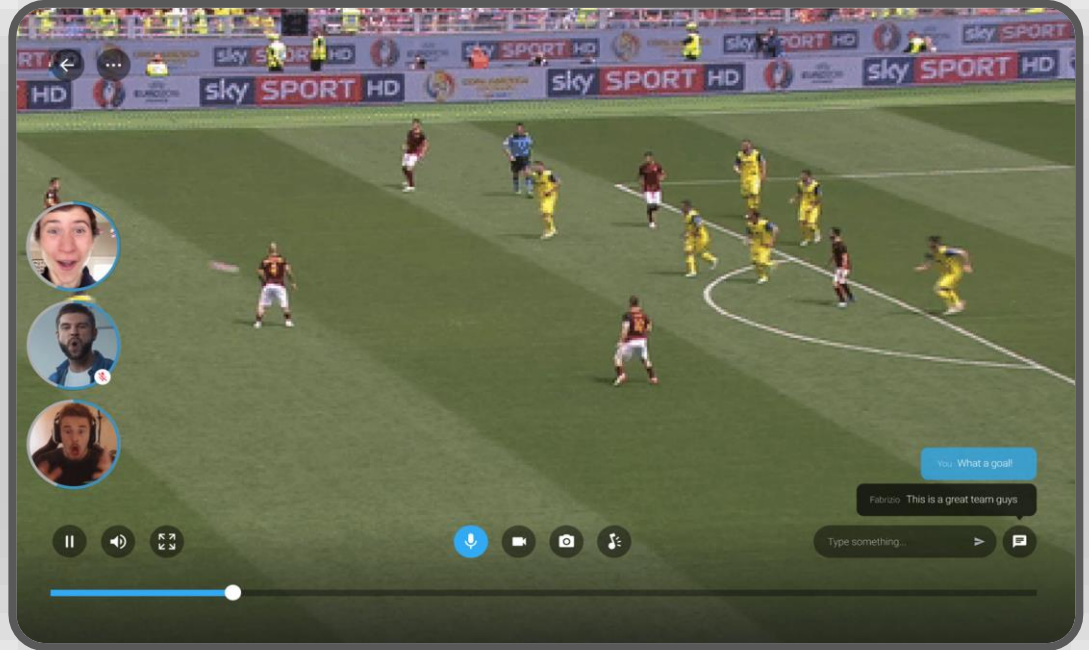
Watch With Me.



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.



My 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

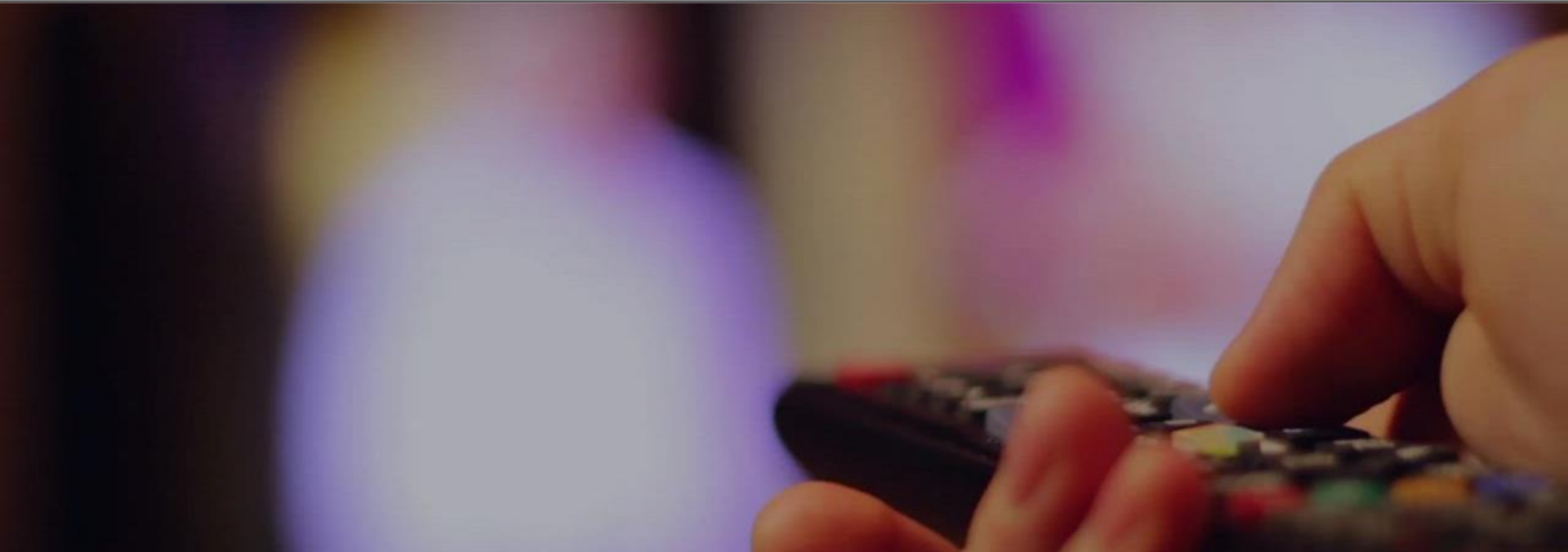
Personalize **your ads**



Dynamic Ad Insertion (DAI).

Higher revenue per avail.

Can support Live and VOD.





Q&A



Thank you!

Contact us at sales@minervanetworks.com
Follow Matt Cuson at www.linkedin.com/in/mattcuson