



White Paper

Turning Your Pay TV Service Into “The Best Place for the Best Content”

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Rapidly changing consumer expectations, rising content costs and increased competition are disrupting the television landscape. How can service providers deliver unique value to both content partners and subscribers in this challenging environment?

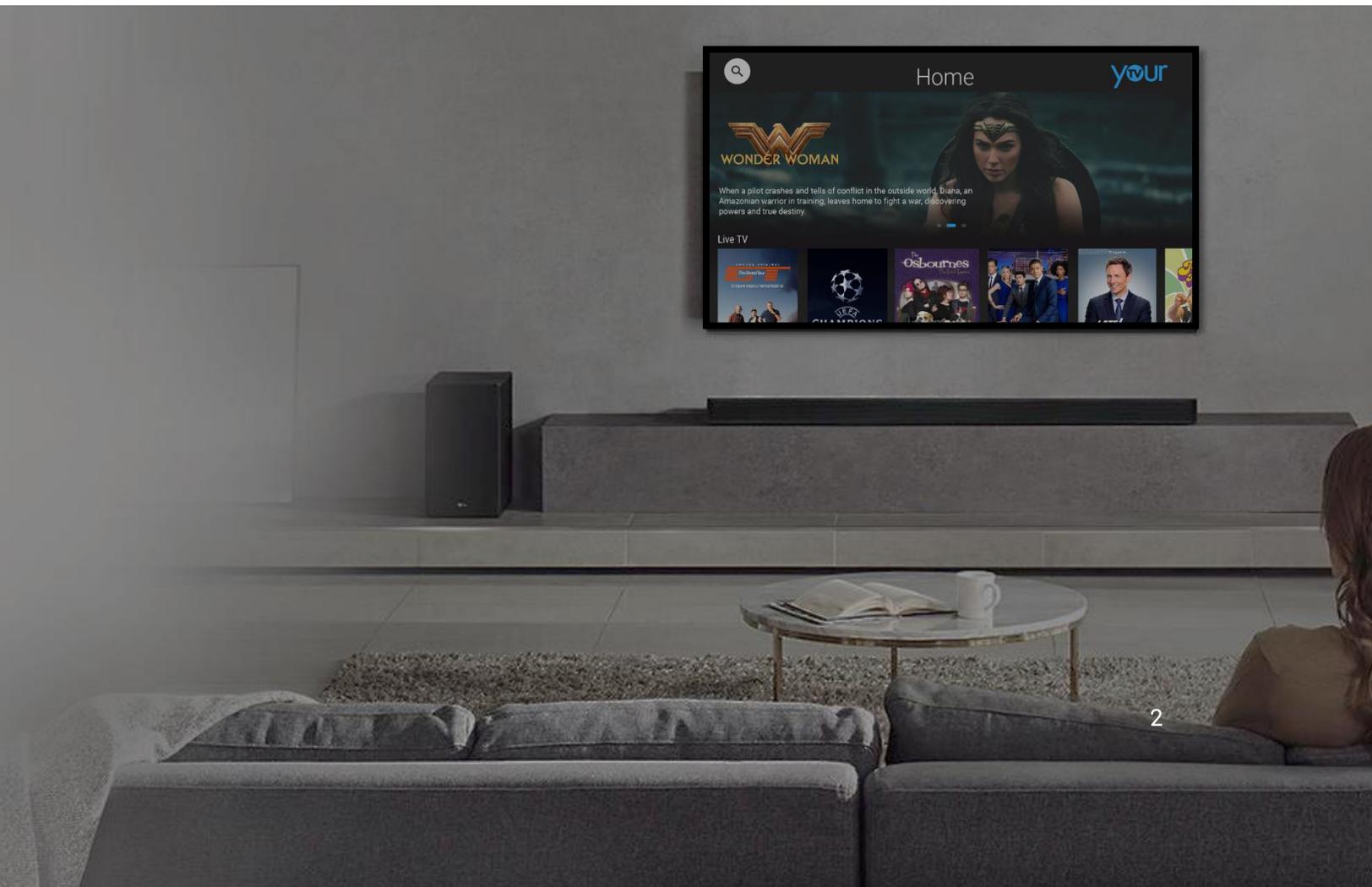


Market Dynamics

The amount of available content and the time spent watching video are increasing rapidly. Yet legacy Pay TV subscriber counts are dropping, along with the profitability of video services, doubly impacted by higher content costs and lower advertising revenue. Service providers must exploit their unique advantages to reverse these trends.

With viewers showing signs of “application fatigue”, operators can retain and delight subscribers by aggregating all of the best content and bundling it with a superior entertainment experience. Consumers must be able to easily discover their favorite content and then enjoy it just the way they like it, on their own or with the people they love.

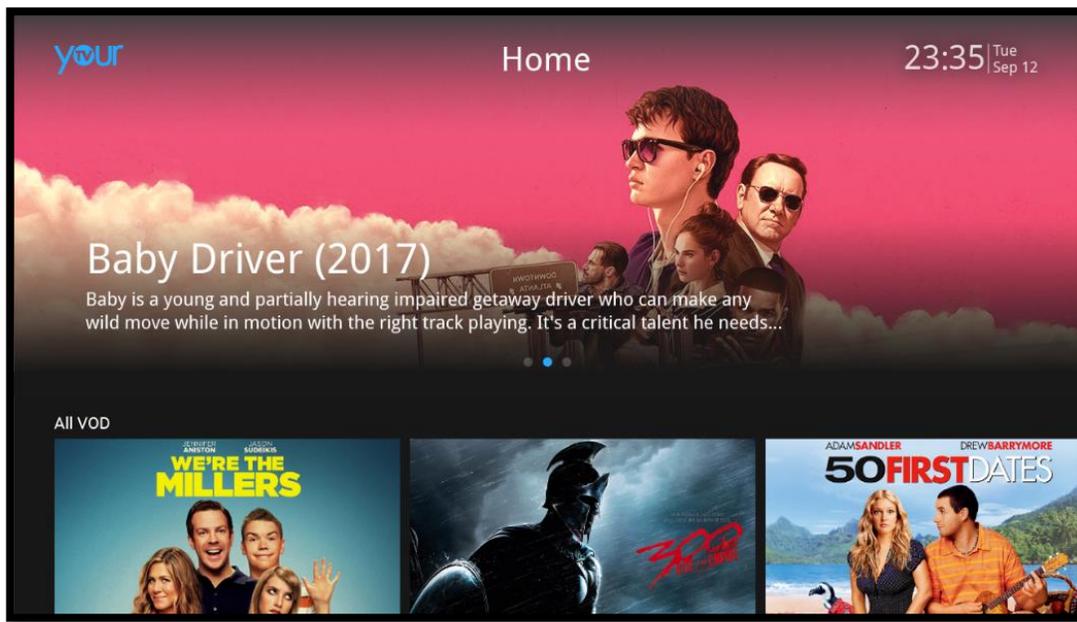
To turn their Pay TV offerings into “the best place for the best content” operators need a new video delivery infrastructure.





The Minerva Solution

Minerva, along with select partners, has integrated complete solutions to enable operators worldwide to quickly and cost-effectively transform their television services. The turnkey offerings feature the Minerva 10 service management platform combined with leading ecosystem components, including video encoders and origin servers, digital rights management platforms and ad-insertion systems.



Unified Discovery

Minerva's powerful Content Merchandising tools enable operators to deliver a dynamic user experience that seamlessly combines recommended, trending, live, time-shifted, on-demand and curated content to keep the service experience simple and engaging. Premium content can be highlighted using large, visually dramatic images. Dedicated stripes and pages for thematic and seasonal content, or even for streaming sources, can be easily created.

The Minerva platform supports multiple profiles per account to ensure personalized experiences catered to each individual. Subscribers can enjoy the services on a variety of devices including set-top boxes, mobile phones and tablets, personal computers and popular media players, such as Fire TV, Roku and Apple TV.



Voice has become a desirable way to conduct searches. The Clients for the Minerva solutions integrate with the voice search capabilities of the underlying platforms to find content without entering text via an onscreen keyboard. Subscribers can also quickly narrow down large content libraries by applying progressive filters for genre, production date, price, network source, and ratings.



Smart Delivery

Minerva’s turnkey solutions enable service providers to deliver a full range of video services, including linear television, video-on-demand, subscription video-on-demand, pay-per-view, streaming content and personal media. Video delivery can be tailored to specific devices to maximize network resources. The services can be bundled with premium features such as network-based DVR, Catch-up TV, Restart TV, and Personal Video Recording.

Service providers can also automatically generate personalized highlights of sporting events, providing a highly efficient way for subscribers to enjoy time-shifted content.





Social Engagement

The Minerva solutions feature an embedded communication platform which enables subscribers to share selfies and chat or talk with friends and family while watching their favorite television programs.

Avid sports fans can again experience live events together with the people they love, no matter where they are.



Actionable Intelligence

A powerful Analytics system enables operators to gain deeper insights into their subscribers' behavior to make decisions about content promotion, better segment their customer base and optimize their offerings. The Analytics platform tracks which channels subscribers watch and when, what programs are the most and least popular, and even what search terms subscribers are using.



Succeeding Together

In summary, the Minerva solutions enable operators to transform their television services into “the best place for the best content” and delight their subscribers with a highly engaging and personalized entertainment experience on any device, across any network and at any time.



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About Minerva

For the past twenty years we have been working passionately to transform the television experience. As an IPTV pioneer, we have built the foundations for the next-generation of television. Our recent acquisition of TOK.tv, with its leading artificial intelligence and communication technologies, has uniquely positioned us to shape the future of television. Together with our partners we are changing the way millions of people entertain and inform themselves, leading to a better and more united world.