



**San Jose – Feb. 21, 2019** – Minerva Networks, the leading provider of next-generation service management platforms for connected entertainment, announces integration with the Verimatrix Viewthority connected content distribution platform and its YourTV Now cloud hosted service. Building on its recent deployment of the Verimatrix MultiRights OTT solution for multi-DRM support, YourTV Now can integrate with Viewthority to create a solution that combines a secure studio-to-subscriber content distribution workflow, a powerful set of content promotion tools, analytics, and a compelling user experience.

“Pay TV operators need to position themselves as “the best place for the best content” if they want to reduce churn and compete effectively against new direct-to-consumer service offerings,” said Matt Cuson, VP of Marketing, at Minerva. “The unique content promotion tools available with the Minerva YourTV Now service allow operators to control where and how their secured content procured via the Viewthority platform appears in the user interface. With these powerful new tools operators have the ability to keep their service fresh and full of compelling content.”

With Minerva’s YourTV Now cloud service operators have the ability to manage the pay television experience on all client devices, including the visual style, presentation and navigation across all content sources. YourTV Now features advanced functionality such as catch-up and restart TV, personal video recording, and personalized recommendations; they all feed a robust analytics system to provide unique subscriber insights.

“The integration with YourTV Now extends the value proposition of Viewthority from a B2B distribution platform all the way to the end consumer,” said Tom Pollard, VP of Product Management, Verimatrix. “Video assets are securely delivered from content providers to operators – and can now be made available for purchase to end subscribers via their EPG. The whole content delivery chain is better monetized through this combined solution.”

Viewthority is a platform-as-a-service (PaaS) that streamlines end-to-end workflows and automates video analytics reporting between content providers and video service operators. The platform is designed to reduce the cost and complexity in the current content delivery processes, resulting in improved competitiveness. Viewthority centralizes the content and security workflows via a common cloud

platform with a single point of integration where both parties gain significant distribution efficiencies.

### **About Minerva Networks**

Minerva is a leading provider of service management solutions for the delivery of advanced television services. Over 300 operators worldwide have deployed Minerva's award winning software platforms to offer next-generation entertainment services to their subscribers. For more information, please visit [www.minervanetworks.com](http://www.minervanetworks.com)

### **About Verimatrix**

Verimatrix specializes in enhancing and securing revenue for connected devices and IP-based services around the world. Recognizing the need to improve digital exchange between content providers and video service operators, Verimatrix offers [Viewthority™](#), a connected content distribution platform that leverages its award-winning [VCAS™](#) security and [Verspective® Analytics](#) solutions, and unmatched partner ecosystem to reduce the costs and complexities associated with legacy distribution workflows. To learn more, visit [www.verimatrix.com](http://www.verimatrix.com), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.

