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Veritone Launches Premium Audio Licensing Library and Services

Podcasters, broadcasters and other audio creators can now easily license clips of premium audio content from major media brands for their programs and monetize their own content

COSTA MESA, Calif.--(BUSINESS WIRE)--

Veritone, Inc., (Nasdaq: VERI), the creator of the world's first operating system for artificial intelligence, aiWARE™, and provider of digital content licensing services on behalf of the world's premier sports entities, news organizations and user-generated content networks, today announced it now offers comprehensive audio content monetization and licensing services for audio creators, including podcasters, broadcasters and audio advertisers.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20201112005197/en/

Veritone's premium audio licensing library and services enable podcasters, broadcasters and other audio creators to easily license clips of premium audio content from major media brands for their programs, as well as monetize their own content. (Graphic: Business Wire)

As one of the world's largest libraries of historic and breaking news and sports coverage, Veritone already works with iconic media and sports brands like *CBS News, NCAA, Bloomberg* and *South China Morning Post* to license its images and video footage for documentarians, filmmakers, advertisers and other creators to use in their productions. Veritone Licensing's archives include millions of hours of AI-searchable audio and video content — from historic footage of "60 Minutes," "CBS Evening News" and the NCAA's championship games, to user-generated content from today's most popular influencers and content creators, all of which can be licensed for audio-only projects.

In addition to giving podcasters, broadcasters and other audio creators access to premium audio clips for their programs, this new audio offering will also provide them with opportunities to monetize their own audio archives through Veritone.

Leading podcast companies Stitcher and Audible are among customers already leveraging the new licensing service.

"At its core, podcasting is about telling a story in a very vivid and impactful way," said Jordan Bell, Senior Producer at Stitcher and host of the podcast All-American. "It requires creativity, innovation and outside-of-the-box thinking and solutions. Veritone's audio licensing offerings have helped us bring stories to life in really fresh, creative ways."

Veritone Licensing delivers full-service audio consulting and research, including access to dedicated project management experts, to ensure audio and podcasters are able to find and access the right audio content for their specific needs. Veritone Licensing's content libraries

are also optimized for search and discoverability through the application of its proprietary AI technology.

“Through our large news and sports libraries, Veritone Licensing has licensed video content into countless feature films, documentaries and television programs,” said Jay Bailey, vice president of entertainment licensing at Veritone. “As podcasting continues to grow as an exciting and popular medium, expanding our licensing offerings to include audio content is a natural next step to better meet both creator and consumer demand. We’re confident that our premium content library will enhance and complement the vision of the podcasting and audio community.”

For more information about Veritone Licensing’s audio licensing offerings, please visit: https://unlock.veritone.com/audio_licensing.

About Veritone

Veritone (Nasdaq: VERI) is a leading provider of artificial intelligence (AI) technology and solutions. The company’s proprietary operating system, aiWARE™ powers a diverse set of AI applications and intelligent process automation solutions that are transforming both commercial and government organizations. aiWARE orchestrates an expanding ecosystem of machine learning models to transform audio, video, and other data sources into actionable intelligence. The company's AI developer tools enable its customers and partners to easily develop and deploy custom applications that leverage the power of AI to dramatically improve operational efficiency and unlock untapped opportunities. Veritone is headquartered in Costa Mesa, California, and has offices in Denver, London, New York and San Diego. To learn more, visit Veritone.com.

Safe Harbor Statement

This news release contains forward-looking statements, including without limitation statements regarding Veritone’s audio licensing offering and the expected benefits to the company’s licensing customers. Without limiting the generality of the foregoing, words such as “may,” “will,” “expect,” “believe,” “anticipate,” “intend,” “could,” “estimate” or “continue” or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Certain of such judgments and risks are discussed in Veritone’s SEC filings. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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