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Veritone Strategically Positioned as AI Agents Demand Data, Governance and Orchestration

As agent-driven workflows compress traditional SaaS models, Veritone operates at the layer where trusted inputs, governed outputs, and orchestration become enterprise-critical

IRVINE, Calif.--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), a leader in building enterprise AI and data solutions, is well-positioned to address the growing AI agent economy, serving as the connective tissue across AI agents. Already operating as the model-agnostic orchestration layer, the company's aiWARE™ platform and Veritone Data Refinery (VDR) orchestrate AI models, manage unstructured data, including audio and video, and enforce governance and provenance—capabilities required once agents are allowed to take action on behalf of organizations.

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As agentic AI systems move from pilots to execution, software's value proposition has quickly shifted from user interface to data governance and agent orchestration. When agents automate clicks, forms, and handoffs, the systems that control how AI runs and how decisions are made are mission-critical. Veritone's core strength is processing and tokenizing unstructured data, including audio and video, into AI-ready assets. Veritone's ability to route work across models and workflows establishes its platform as the foundational control layer for AI agent orchestration.

"As agentic AI compresses SaaS and automates workflows, value shifts to trusted data, governance, and orchestration," said Ryan Steelberg, Chairman, President and CEO of Veritone. "Veritone sits at that layer, where we believe enterprise demand and economic value will increasingly concentrate. We process and tokenize unstructured data into AI-ready assets and enforce provenance and policy at scale to help enterprises confidently scale AI."

aiWARE: The Control Plane for an Agentic World

Running agentic systems in production introduces new constraints. Enterprises are far less tolerant of single-model lock-in, opaque decisioning, or ungoverned tool execution when AI is allowed to act autonomously.

aiWARE addresses those requirements by functioning as a control panel that:

- Orchestrates work across multiple AI engines
- Applies policy-based governance to models and tools
- Maintains a system of record for inference activity, cost, performance, and outcomes

While agents exercise operational discretion, aiWARE governs the overall execution, dictating the model, data, and policy used, which is all verifiable and transparent through audit logs.

VDR: Refining Unstructured Data for AI at Scale

As AI expands across workflows, the limiting factor increasingly becomes data, not compute. High-quality, domain-specific, rights-cleared data is essential, particularly for audio and video, which are among the most valuable inputs to AI systems and the riskiest to deploy without proper controls.

VDR operates at the data refinery layer, ingesting raw audio and video, normalizing and enriching it, and attaching rights and provenance to make data AI-ready and transactable. In an agent-driven environment, data quality and legality often determine what can scale.

Applications as Data-Native Leverage

Not all applications are equally exposed as agents automate workflows. Veritone's applications are architected to do more than execute tasks.

Built on aiWARE and VDR, these applications are embedded in regulated and high-consequence environments where data custody, chain-of-command, and evidentiary integrity matter. Veritone is already entrusted by the Air Force Office of Special Investigations to enhance and accelerate data analysis and workflows, investigative activity across several mission areas, and situational awareness.

The Economic and Architectural Foundation of the Agent Economy

As SaaS pricing models compress from seats to usage and outcomes, value increasingly comes from refined, rights-cleared data products and participation in AI training and licensing ecosystems.

At the same time, agent-driven systems depend on platforms that normalize unstructured data, enforce policy, and log decisions across changing models and workflows. aiWARE, VDR, and Veritone's applications converge at this foundational layer, equipping organizations with licensed and AI-ready data to drive accurate, trusted and explainable outputs.

About Veritone

Veritone (NASDAQ: VERI) builds human-centered enterprise AI solutions. Serving customers in the media, entertainment, public sector and talent acquisition industries, Veritone's software and services empower individuals at the world's largest and most recognizable brands to run more efficiently, accelerate decision making and increase profitability. Veritone's leading enterprise AI platform, aiWARE™, orchestrates an ever-growing ecosystem of machine learning models, transforming data sources into actionable intelligence. By blending human expertise with AI technology, Veritone advances human potential to help organizations solve problems and achieve more than ever before, enhancing lives everywhere. To learn more, visit Veritone.com.

Safe Harbor Statement

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, statements regarding anticipated trends in artificial intelligence and training data markets; the projected growth of the data licensing market; the capabilities and performance of Veritone's aiWARE platform and Veritone Data Refinery (VDR) offering; expected market demand for licensed datasets; Veritone's ability to help organizations monetize their data; and Veritone's business strategy, market position, and growth opportunities.

Words such as "anticipates," "believes," "could," "estimates," "expects," "intends," "continue," "can," "may," "plans," "potential," "projects," "seeks," "should," "will," "would" or similar expressions and the negatives of those expressions may identify forward-looking statements. These statements are based on current expectations, estimates, assumptions, and projections and involve known and unknown risks and uncertainties that may cause actual results, performance, or achievements to differ materially from those expressed or implied in such statements. These risks and uncertainties include, but are not limited to: the rapidly evolving nature of the AI industry and data licensing markets; competition from other data monetization platforms; the ability to attract and retain VDR customers; reliance on third-party market research and projections; changes in customer demand for AI training data; regulatory developments affecting AI and data privacy; and other risks described in Veritone's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate. 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 update or 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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