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U.S. Soccer Extends Agreement with Veritone to Monetize Archive Footage Using AI-Powered Content Licensing

Veritone's content licensing solutions enable broadcasters, brands and productions continued access to U.S. Soccer's iconic archive

IRVINE, Calif.--(BUSINESS WIRE)-- [Veritone, Inc.](https://www.veritone.com) (NASDAQ: VERI), a leader in building enterprise AI and data solutions, today announced a renewal of its agreement with U.S. Soccer to license all audiovisual content for the U.S. Women's and Men's National Teams, Youth National Teams, and Extended National Teams. This multi-year engagement confirms Veritone as a content licensing provider for U.S. Soccer, enabling the organization to tap into Veritone's licensing expertise to transform its content into new revenue streams.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260224856540/en/>

Under the agreement, Veritone will continue to provide cutting-edge AI technology to enable content archiving, searchability, and licensing, to meet the needs of media, brands, and content creators looking to integrate U.S. Soccer moments into their creative work. By utilizing Veritone's solutions to streamline the discovery, archiving, and licensing of digital assets, global sports properties, like U.S. Soccer, can tap into a new revenue source.

The renewal affirms Veritone's important role in U.S. Soccer's content strategy, enabling the organization to make valuable content spanning full matches, player interviews, pre-clipped highlights, and multiple camera angles globally accessible to sports networks, ad agencies, producers, and film studios.

"This renewal represents an exciting continuation of our collaboration with U.S. Soccer, enabling us to deliver tailored solutions that amplify the value of their content while helping drive incremental revenue through licensing opportunities," said Craig Caruso, Vice President of Sports Media and Commercial Partnerships at Veritone. "We're proud to support U.S. Soccer's growth as they inspire fans and partners both on and off the field."

The agreement allows U.S. Soccer to maintain control of its intellectual property while also leveraging Veritone's digital asset management solution, Veritone Digital Media Hub (DMH), to support advanced metadata tagging, search functionality, and turnkey e-commerce capabilities. As part of its comprehensive approach, Veritone supports U.S. Soccer's content monetization across social media platforms by identifying unauthorized uses and unlocking new revenue streams.

To learn more about Veritone Licensing services, visit licensing.veritone.com.

About U.S. Soccer

Founded in 1913, the U.S. Soccer Federation (U.S. Soccer) serves as the official governing body for the sport of soccer in the United States. U.S. Soccer is committed to making soccer the preeminent sport in the country by increasing grassroots participation, developing world-class players and coaches, elevating the fan experience, and excelling in international competition. For more information, visit ussoccer.com.

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 the anticipated benefits of the renewed agreement with U.S. Soccer; the expected ability of Veritone's content licensing solutions to generate new revenue streams and incremental revenue for U.S. Soccer; the capabilities and performance of Veritone's AI-powered content archiving, searchability, and licensing solutions; the expected market demand for U.S. Soccer archival content among broadcasters, brands, and content creators; and Veritone's business strategy, market position, and growth opportunities in the sports media licensing market.

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 ability to realize the anticipated benefits of the U.S. Soccer agreement; dependence on key customer relationships; competition in the content licensing and AI solutions markets; the performance and market acceptance of Veritone's products and services; and those 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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