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Veritone Selected as Exclusive Ad Sales and AI Partner by SpokenLayer, Monetizing Expansive Microcast Network and Empowering Content Creation

SpokenLayer to leverage Veritone's industry-leading ad sales expertise to amplify revenue streams on entire portfolio of short-form podcasts

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), a leader in enterprise AI software and services, today announced that its subsidiary, Table Rock Management LLC, has entered into an exclusive advertising direct sales monetization agreement with SpokenLayer, a full-service creative studio specializing in custom, short-form digital audio content for the media and entertainment industries. Through this strategic collaboration, Veritone will serve as the exclusive ad sales agent for SpokenLayer, representing its entire portfolio of short-form podcasts, or "microcasts," which includes revered publishing partners such as The Wall Street Journal, The Economist, Wired, TechCrunch and more.

Recognizing the enormous growth opportunities in the short-form audio landscape, Veritone is pleased to be SpokenLayer's strategic partner to help handle the intricate task of monetizing SpokenLayer's extensive network of short-form daily and weekly podcasts. Additionally, Veritone will support SpokenLayer's desire to focus resources on enhancing content creation, refining storytelling and maintaining its reputation as a thought leader in the short-form audio creation and production industry.

Veritone, renowned for its advanced AI-powered solutions and expertise in podcast monetization, emerged as an ideal collaborator for SpokenLayer's ambitious goals. With a proven track record in ad sales and a strong foothold in the industry, Veritone will act as the exclusive direct ad seller for SpokenLayer, forging new avenues for revenue generation.

"By entrusting our ad sales to Veritone, we can focus more on doing what we do best: crafting extraordinary short-form audio content," said Will Mayo, founder of SpokenLayer. "With Veritone's best-in-class sales prowess, our inventory is in expert hands for monetization, and we're poised to elevate our publishers' experience, while unlocking new dimensions of ad monetization and delivering unmatched engagement to our audiences."

This partnership will enable SpokenLayer to leverage Veritone's ad sales expertise, streamlining operations, amplifying monetization efforts, and expanding the reach of its extensive microcast network. Furthermore, SpokenLayer will have the opportunity to leverage Veritone's award winning generative AI technologies, including Veritone Voice, to produce and syndicate their microcasts into multiple foreign languages for expanded distribution and reach. SpokenLayer will also gain valuable audience insights and allow the company to focus more exclusively on content refinement and audience engagement.

"We are excited to be selected as the exclusive ad sales partner for SpokenLayer's network of short-form podcasts," said John Murphy, senior vice president of content monetization, Commercial Enterprise at Veritone. "Through this strategic alliance, we will leverage our robust industry relationships and proven advertising sales knowledge to drive exceptional monetization outcomes for SpokenLayer."

As the exclusive direct ad seller for SpokenLayer, Veritone will connect brands and agencies with a diverse array of microcast genres, covering business, technology, finance, family, gaming and more, across SpokenLayer's network.

Since its inception in 2012, SpokenLayer has achieved incredible success in producing captivating, short-form "snackable" podcasts, collaborating with prominent publishers and advertisers, including Conde Nast, General Mills, The Wall Street Journal, Audible, Group Nine, The Economist, Starbucks, Time, and Tribune. With over 320,000 episodes of content, SpokenLayer continues to set the bar in the short-form audio creation domain.

About Veritone

Veritone (NASDAQ: VERI) is a leader in enterprise artificial intelligence (AI) solutions. Serving organizations in both commercial and regulated sectors, Veritone's software, services, and industry applications simplify data management, empowering the largest and most recognizable brands in the world 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 to transform audio, video and other data sources into actionable intelligence. Through its robust partner ecosystem and professional and managed services, Veritone develops and builds AI solutions that solve problems of today and tomorrow.

To learn more, visit Veritone.com.

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This news release contains forward-looking statements. 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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