November 13, 2024

Veritone Achieves AWS Media and Entertainment Services Competency

Veritone expands leadership in AI, media and entertainment services

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), a leader in designing human-centered AI solutions, today announced that it has achieved AWS Media and Entertainment Services Competency in Media Supply Chain and Data Science & Analytics, recognizing the company's specialized expertise, technical proficiency and proven success in helping customers transform their media and entertainment operations with innovative cloud-based AI solutions.

Veritone achieving the AWS Media & Entertainment Services Competency provides customers with several benefits, including technical validation and support, and accelerated innovation and product development by having direct access to AWS' latest tools, technologies and training. Additionally, the competency makes Veritone eligible for the AWS Migration Acceleration Program (MAP), to help customers accelerate the migration of their data workflows to AWS. MAP is a comprehensive and proven cloud migration program that helps partners support customers in building strong AWS foundations, accelerate migrations, reduce risk and offset initial migration costs.

"Achieving AWS Media and Entertainment Services Competency marks a significant step in delivering AI-driven capabilities for our customers, enabling them to harness Veritone's advanced AI models directly within AWS," said Ryan Steelberg, president and chief executive officer, Veritone. "We're enabling businesses across media, entertainment and sports to harness AI at scale with ease and flexibility, driving operational efficiency and growth."

AI adoption using the cloud is greater than ever. According to IDC, end-user spend on cloud will be $1.3 trillion by 2027, representing a $543 billion incremental revenue opportunity for the total market. As customers migrate and modernize, Veritone can be a trusted partner to assist in their digital transformation journeys.

Veritone's media and entertainment solutions are powered by Veritone's leading enterprise AI platform, aiWARE™, which leverages the combined power of more than 300 pre-trained and trainable, best-of-breed cognitive AI and generative AI models across more than 20 cognitive categories in a single AI platform. Within aiWARE, Veritone's ontology framework provides customers with several benefits, including the ability to conduct more complex data queries and analyses, derive deeper insights, improved data security and governance, enhanced collaboration and the ability to scale and easily change or add new data sources.

The AWS Media & Entertainment Services Competency further solidifies Veritone's position as a key provider of AI solutions and services. Earlier this year, Veritone announced a three-year Strategic Collaboration Agreement (SCA) with AWS and advanced to the Advanced Tier Services Partner status. Veritone's Media and Entertainment and Public Sector

offerings are also available in AWS Marketplace.

For more information on Veritone as an AWS Partner, please visit: https://go.veritone.com/aws-partnership/p/1.

About Veritone

Veritone (NASDAQ: VERI) designs human-centered AI solutions. Serving customers in the talent acquisition, media, entertainment and public sector 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. 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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Media Contact:

Valerie Christopherson or Lora Metzner
Global Results Comms (GRC)
+1 949 608 0276
Veritone@globalresultspr.com

Sarah Rich
Veritone
srich@veritone.com

Source: Veritone, Inc.