April 2, 2024

veritone

MEDIA ADVISORY: Broadcast Media Has a Measurement Issue; Can AI Solve It?

Upcoming Veritone and The Center for Sales Strategy webinar to explore how AI is demonstrating campaign performance and creating meaningful revenue opportunities

Veritone, Inc:

WHAT:

[Veritone, Inc](). (NASDAQ: VERI), a leader in designing human-centered AI solutions, and[The Center for Sales Strategy](), a sales performance consulting company, are producing a new webinar, "An Exclusive Debrief: Using AI to Solve Broadcast Media's Measurement Issue." The webinar will feature a thought-provoking discussion where advertising industry experts Paul Cramer and Stephanie Callihan explore the issues facing radio and television broadcast media, specifically around measuring advertising campaign success.

The webinar will explore how broadcast advertising is reaffirming its timeless influence and relevance with the emergence of intelligent technologies that watch, listen and count brand exposures and audience size within radio and TV programs. Attendees will learn how AI is being used to demonstrate proof of performance and measure ad lift while also creating revenue opportunities for broadcast media across three areas:

- Advertising and content intelligence
- Attribution
- Archive monetization

WHY:

While performance data is critical for both digital and broadcast media advertising campaigns, the playing field is uneven, with digital advertising more apt to garner these data insights. But with AI, broadcast media now have a pathway toward helping them better demonstrate metrics of success including added value, over-delivery and web-lift that is directly attributable to ad spending on broadcast media. These metrics are helping broadcasters achieve demonstrable revenue gains from obtaining a larger share of spend to reduced advertiser churn.

WHO:

- Paul Cramer, Managing Director, Media and Broadcast, Veritone
- Stephanie Callihan, Senior Business Development Lead, The Center for Sales Strategy

WHERE:

To register, [https://unlock.veritone.com/webinar-ai-solves-broadcast-meas-issues]()

WHEN:

Thursday, April 11, 2024 at 2:00 p.m. ET

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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