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Veritone Extends Agreement with Audacy, Bringing In-Depth, AI-Powered Analytics to Dynamic Audio Content

The agreement equips Audacy's 235+ stations nationwide with the ability to seamlessly ingest, index, organize and analyze its media

DENVER--(BUSINESS WIRE)-- [Veritone](#), Inc. (Nasdaq: VERI), the creator of the world's first operating system for artificial intelligence, [aiWARE™](#), today announced that it has extended its agreement with [Audacy](#) (NYSE: ETM), a scaled, multi-platform audio content and entertainment company with the country's best radio broadcasting group, a leader in virtually every segment of audio, and America's #1 creator of original, premium audio.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20210413005277/en/>



(Graphic: Business Wire)

Formerly known as Entercom, Audacy was one of the earliest adopters of [Veritone Discovery](#), the AI-powered content search and analysis application that enables Audacy to ingest, index, organize and analyze its unstructured media to provide in-depth analytics visibility into their content performance

and meet the demands of their brands, advertisers and other stakeholders. With Veritone Discovery, Audacy is also able to rapidly visualize and correlate advertising efficacy for over 230 stations in 47 markets nationwide.

"Veritone's AI solutions have deepened our analytic capabilities and what we're able to offer our clients and partners," said Bob Phillips, Chief Revenue Officer at Audacy. "We look forward to continuing our relationship with Veritone, as together we continue to unlock the power of audio."

The agreement will also allow Audacy to leverage the [recent updates to Veritone Discovery](#). These include new Earned Media monitoring features, expanded audience data analytics, updated reporting customization features with AI engines that will continue to learn and

scale to drive Audacy's next period of growth as an organization.

"Audacy is an innovative, leading media conglomerate that is truly on the cutting edge of the industry," said Drew Hilles, Senior Vice President at Veritone. "We are currently processing over two million hours of Audacy content annually, and we are honored to extend our long-standing relationship with Audacy to help drive the next phase of their growth with our AI solutions."

For more information on Veritone Discovery, please visit:

<https://www.veritone.com/applications/essentials/>.

About Veritone

Veritone (NASDAQ: VERI) is a leading provider of artificial intelligence (AI) technology and solutions. The company's proprietary operating system, aiWARE™, powers a diverse set of AI applications and intelligent process automation solutions that are transforming both commercial and government organizations. aiWARE orchestrates an expanding ecosystem of machine learning models to transform audio, video, and other data sources into actionable intelligence. The company's AI developer tools enable its customers and partners to easily develop and deploy custom applications that leverage the power of AI to dramatically improve operational efficiency and unlock untapped opportunities. Veritone is headquartered in Denver, and has offices in Costa Mesa, California, London, New York and San Diego. To learn more, visit Veritone.com.

About Audacy

Entercom Communications Corp. (NYSE: ETM), soon to be Audacy, Inc. (NYSE: AUD), is a scaled, multi-platform audio content and entertainment company with the country's best radio broadcasting group, a leader in virtually every segment of audio, and America's #1 creator of original, premium audio. Audacy engages over 170 million consumers each month, bringing people together around the news, sports, podcasts and music that matter to them. Learn more at www.audacyinc.com, Facebook (Audacy Corp) and Twitter (@AudacyCorp).

Safe Harbor Statement

This news release contains forward-looking statements, including without limitation statements regarding Veritone's extended agreement with Audacy, the capabilities of Veritone's Discovery application and other AI solutions and their expected benefits to Audacy. 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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Allison Zullo

Walker Sands, for Veritone

veritone@walkersands.com

330-554-5965

Ashok Sinha

SVP, Head of Corporate Communications & PR

Audacy

917-656-5800

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