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Veritone to Showcase Innovative AI Solutions, Including New Ask Veri Tool, at the 2024 NAB Show

AI leader to share demos and thought leadership on practical applications of AI for media and entertainment industries

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), a leader in designing human-centered AI solutions, today unveils details of its participation at the 2024 NAB Show in Las Vegas from April 13 to 17. In booth W1642 in the Las Vegas Convention Center West Hall, Veritone will exhibit a variety of AI-powered demos that help media, entertainment and sports organizations redefine media management, rediscover archival footage, reimagine content creation and reconnect across audiences.

“We are thrilled to once again participate in the NAB Show, where we will highlight our latest AI solutions for media and entertainment,” said Sean King, general manager for Veritone Media and Entertainment. “We look forward to engaging with industry professionals and sharing how AI empowers production teams, media managers and rights holders to supercharge their content workflows.”

In a session titled, ***The Future of Ears: Navigating the Podcast Advertising Soundscape*** (Sunday, April 14, 3 p.m. West Hall Rooms W216 and W217), King will join Jacqueline Cohen of iHeart, Krystina Rubino of Right Side Up and Glenn Rubenstein of Adopter Media on a panel discussing the podcast advertising revolution, guided by the foresight of leading advertising agencies.

On Monday, April 15 at 11:30 a.m. King will join Kenny Ye, Corporate Strategic Development Executive at Creative Artists Agency, and Frank Gonzalez, Vice President of Business Affairs at CBS News & Stations, at the AWS Theater for a panel discussion that explores the importance of organizations gaining mastery over their data to adopt AI. The session will highlight how industry leaders best leverage these technologies to manage assets, create content, and connect audiences while safeguarding valuable IP across platforms.

Visitors to the Veritone booth can experience:

- Veritone Digital Media Hub – an AI digital asset management and monetization solution that helps media and sports organizations easily tag and manage digital assets as well as create new revenue streams through robust e-commerce capabilities. At NAB, Veritone will introduce new product features including an enhanced user interface and navigation.
- Ask Veri – a 2024 IABM BaM awards finalist, check out Veritone’s new conversational intelligence solution that helps Veritone Digital Media Hub users get actionable reporting insights through a user-friendly, chat-based tool.
- Advertising Content Intelligence - Veritone will demonstrate Veritone Attribute and

Discovery, an application suite that provides real-time advertising ROI for traditional and linear broadcasting customers. Veritone will introduce new industry and category benchmarking data.
- Veritone AI Solutions Group – Veritone's team of AI experts meets customers where they are in their AI journey, helping companies get started or optimize, improve and expand AI implementation. Veritone will showcase its award-winning enterprise aiWARE platform, which provides real-time input adapters, hundreds of AI engines across 20 cognitive categories, an intelligent data lake, APIs, workflow tools, and industry applications to help developers and app users successfully transform audio, video, text, and other data sources into actionable intelligence.
- Veritone Integration Partners - Veritone delivers monetization capabilities that enable partners and customers to maximize returns on their content investment and generate new revenue streams. Veritone's workflow integration with Amazon Web Services (AWS) will be featured in the Veritone booth and AWS booth (W1701). Veritone will also demonstrate its integration with the Dalet Flex system and Grabyo Sports and Editor solutions for the sports industry.

Visit Veritone in West Hall of the Las Vegas Convention Center, April 13-17, booth #W1642 and request a meeting in advance by visiting: www.veritone.com/nab-2024

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.

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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

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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.