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Veritone AI-Powered Solutions for Media and Entertainment Now Available in AWS Marketplace

Veritone makes its award-winning solutions more accessible to rights holders, rights owners and content creators

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), a leader in building human-centered enterprise AI solutions, today announced that its media and entertainment solutions are available in AWS Marketplace, a curated digital catalog of independent software vendors that make it easy to find, test, buy and deploy software that runs on Amazon Web Services (AWS).

Veritone's availability in AWS Marketplace provides media, entertainment and sports customers the ability to seamlessly access, purchase and deploy Veritone's award-winning AI solutions – which are currently used by some of the world's most recognizable brands, including NCAA, iHeartRadio, NBC Universal, CNBC, Bloomberg and CNN – directly within the AWS cloud environment. This integration unlocks new opportunities for innovation, efficiency, scalability, monetization and performance for AI initiatives.

According to the 2023 Gartner® 5 Ways DAMs Help Content Teams Power Modern Marketing report (published August 10, 2023), "Today's digital marketing leaders dedicate significant resources to creating, organizing and managing photos, videos, graphics, copy and other marketing content to meet demand. With increased investment in content comes the necessity for dedicating even more technology resources to meet modern content marketing needs."

"Being listed in the AWS Marketplace is a significant milestone for Veritone's media and entertainment and sports solutions, and another step in expanding our reach to help more organizations harness the power of AI to transform their operations," said Sean King, general manager, Media and Entertainment, Veritone. "Rights owners, rights holders and creators now have powerful AI tools at their fingertips."

AWS Marketplace will now feature the following media and entertainment solutions from Veritone:

- **Veritone Digital Media Hub** – an AI-powered digital asset management and monetization solution that helps media, entertainment and sports organizations enrich and manage digital assets and create new revenue streams through robust e-commerce capabilities.
- **Veritone Discovery** – powered by Veritone's enterprise AI platform, aiWARE, Discovery enables customers to discover large amounts of visual and audio broadcast data and easily track and verify ads, including organic mentions from live broadcasts, pre-recorded programs and other large media libraries in near real-time.

- **Veritone Attribute** – a turnkey broadcast attribution solution that enables customers to optimize linear TV and radio campaigns by correlating ads with web lift in near real-time. Customers can track and visualize campaign data, tying it to the response advertisers receive through increased web traffic and unique website visitors.

The addition of Veritone's media and entertainment solutions to AWS Marketplace in conjunction with the recently announced three-year Strategic Collaboration Agreement (SCA), as well as Veritone's advancement to the Advanced Tier Services Partner status, solidifies Veritone's position as a leader in AI-powered solutions for media and entertainment and advances Veritone's strategy to be a key provider of AI solutions and services.

To learn more about how Veritone and AWS unlock enterprise AI at scale visit: https://go.veritone.com/aws-partnership/p/1.

About Veritone

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