March 27, 2025

Veritone to Showcase AI Solutions that Help Content Owners Transform Unstructured Media Into Revenue Generating Assets at NAB 2025

AI-powered media management and monetization solutions take center stage at Veritone's booth

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), a leader in building human-centered enterprise AI solutions, today announced details of its participation at the NAB 2025 show taking place April 5 to 9 in Las Vegas. Through demonstrations and industry conversations in booth W1455 in the Las Vegas Convention Center's West Hall, Veritone will showcase AI solutions and services that transform unstructured audio and video into searchable, monetizable and intelligent assets, empowering media organizations to extend content's value, reach and revenue potential.

"Media organizations are sitting on vast amounts of untapped content, much of it unstructured and difficult to leverage," said Sean King, chief revenue officer, Veritone. "At NAB 2025, we're excited to showcase how Veritone unlocks the full value of audio and video assets—turning raw media into structured, searchable and revenue-generating opportunities. Whether it's automating content discovery, streamlining monetization or enhancing data intelligence, we're redefining what's possible for broadcasters, content creators and rightsholders."

Visitors to the Veritone booth can experience:

Veritone Data Refinery: A service that helps customers monetize and license their proprietary content while implementing security measures and clear guidelines for its appropriate use. With expertise gained from over three billion data annotations, Veritone prepares and enriches raw media for machine learning, AI model development and large-scale data licensing.

Digital Media Hub: With the growing need for speed, efficiency and precision in content operations, Veritone has reimagined Digital Media Hub to meet the evolving demands of broadcasters, content creators and rightsholders. Key innovations include: modernized navigation and intelligent search; advanced branding and personalized pathways; 1-click analytics and AI-powered insights; and the DMH Lab workflow hub, which enriches metadata through AI-driven cognition engines and integrates with social and external platforms for optimized content distribution and monetization.

Broadcast Content Intelligence: Veritone transforms live radio and television broadcasts into structured, searchable data, enabling users to instantly find spoken words, faces, logos, objects, sentiments and more in just a few clicks. Veritone Discovery leverages AI and

natural language to accelerate airchecks and automatically track every sponsorship, including spots, unlogged mentions, endorsements and billboards in real-time.

Global Licenses and Clearances: Veritone's white-glove licensing team connects media owners with global buyers, including major advertisers, documentarians, filmmakers and studios and provides expert licensing and clearance services to maximize content revenue opportunities.

Partner Integrations: Veritone's cloud-based AI solutions augment media investments by seamlessly integrating with leading media asset management and digital asset management solutions, media storage and cloud solutions including AWS, Base, CatDV, Dalet, Grabyo and Iconik.

On Sunday, April 6, Paul Cramer, Managing Director of Media and Broadcast for Veritone, will join a panel discussion from 2:15 p.m. - 3:00 p.m. at the Encore hotel, "AI, Production and Distribution in 2025" at the TVNewsCheck Programming Everywhere conference. Participants will discuss how AI can help media companies and content providers maximize the value of newly created and archival content, multiplatform programming decisions and how it will impact workflows for creators and dealmakers.

On Monday, April 7, Sean King, chief revenue officer, Veritone, will join a panel discussion from 2:30 p.m. - 3:00 p.m. on New Revenue Generation at the IABM Impact Stage inside the IABM Member Lounge at the Las Vegas Convention Center North Hall. Panelists will discuss new services to generate innovative methods of monetizing video content.

To learn more about Veritone's NAB showcase and book a meeting, click here: https://go.veritone.com/commercial-events/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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