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Veritone Expands CBS News Partnership and Adds CBS Media Ventures' Iconic Entertainment Programs

The Top Two Syndicated Newsmagazine Programs, "Entertainment Tonight" and "Inside Edition," Now Available to License Through Veritone

IRVINE, CALIF. – October 28, 2025 – Veritone, Inc. (NASDAQ: VERI), a leader in human-centered enterprise AI solutions, today announced it expanded its partnership with CBS News to include many of CBS Media Ventures' iconic entertainment properties.

For 15 years, Veritone has had the rights to license CBS News' extensive archives to television producers, filmmakers, and content creators. This expanded partnership now features CBS Media Ventures' high-quality catalog, including the syndicated franchises "Entertainment Tonight" and "Inside Edition," the classic talk show, "The Mike Douglas Show," and the news magazine "The Insider."

Leveraging the advanced AI capabilities of Veritone's aiWARE™ platform and Digital Media Hub (DMH), the library, which combines more than 30,000 episodes over 55 years, will be indexed and enriched with accurate, time-correlated metadata, enabling efficient search and retrieval of content. This comprehensive AI-optimized solution increases access to CBS's extensive archive and helps automate rights management and delivery, maximizing revenue opportunities and empowering creatives with content for feature films, documentaries, and beyond.

"Content creators with followings of all sizes are struggling to keep up with viewers' insatiable appetite for content," said Sean King, Chief Revenue Officer and GM of Veritone Commercial. "We're proud to help organizations, like CBS, provide a catalyst that unlocks the value of proprietary content through AI, making their impressive library more discoverable and accessible, and enhancing audience experiences across digital channels."

The expanded partnership further solidifies Veritone's leadership position in the media and entertainment industry, underscoring its commitment to helping brands optimize content distribution and maximize revenue.

For more information about Veritone content licensing solutions, visit: https://licensing.veritone.com.

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.

About CBS

CBS is one of the marquee brands in the TV Media division of Paramount, a Skydance Corporation (Nasdaq: PSKY). As a multiplatform content powerhouse, CBS delivers popular entertainment, news and sports to audiences across all platforms. The brand's flagship broadcast network has maintained its status as the most-watched television network in the United States for 17 consecutive seasons and its studio is home to global franchises and one of the world's largest libraries of TV content. CBS-branded properties include CBS Television Network, News, Television Stations, Sports, CBS Studios and CBS Media Ventures. For more information, visit https://www.paramount.com/.

Safe Harbor Statement

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, statements regarding the capabilities and performance of Veritone's offerings and anticipated trends in artificial intelligence and media markets and the expected benefits and outcomes of the expanded agreement with CBS News.

Words such as "anticipates," "believes," "could," "estimates," "expects," "intends," "continue," "can," "may," "plans," "potential," "projects," "seeks," "should," "will," "would" or similar expressions and the negatives of those expressions may identify forward-looking statements. These statements are based on current expectations, estimates, assumptions, and projections and involve known and unknown risks and uncertainties that may cause actual results, performance, or achievements to differ materially from those expressed or implied in such statements. These risks and uncertainties include, but are not limited to, those described in Veritone's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate. 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 update or 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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