

# Veritone to Showcase AI Solutions for Content Monetization, Advertising Performance and Localization at IBC2024 in Amsterdam

*AI leader to share insights on applied AI for media, broadcast, entertainment and sports*

DENVER--(BUSINESS WIRE)-- [Veritone, Inc.](#) (NASDAQ: VERI), a leader in building human-centered enterprise AI solutions, today announced its participation at IBC2024 in Amsterdam from September 13-16. At its stand in Hall 1, A.21 at the RAI convention center, Veritone will showcase solutions and services that empower rights owners and content owners to immediately monetize their media and accelerate revenue growth.

"IBC is a key event for the media and entertainment industry, bringing together innovators and thought leaders from around the world," said Sean King, general manager, Media & Entertainment, Veritone. "We are excited to showcase our latest product advancements, to help our partners and clients navigate the evolving digital landscape and unlock new opportunities for growth."

Visitors to the Veritone stand can experience live demonstrations and learn about Veritone's solutions, including:

- **Monetization Assessment:** Leveraging over 20 years of data experience, Veritone's team will provide rights owners with a complimentary monetization assessment as a starting point to identify new revenue opportunities and content monetization strategies.
- **Veritone Digital Media Hub:** Veritone's redesigned AI-powered Digital Media Hub (DMH) activates media archives and content repositories for global distribution and monetization. DMH is a secure, intelligent hub that centralizes, enriches, and monetizes content for instant discovery, global access, e-commerce and streamlined clearance and distribution.
- **Veritone Data Refinery:** Veritone's Data Refinery services transform raw content into AI-ready assets and unlock additional revenue pathways. Drawing on expertise derived from performing over three billion data annotations, Veritone enriches, protects and activates raw content data for maximum utility.
- **Media Intelligence and Reporting:** Preview Veritone's enhanced Analytics Center and learn how new reporting capabilities help keep a pulse on content utilization and performance with data-driven insights to get more mileage from content. With the help of award-winning [Ask Veri](#), customers can leverage conversational intelligence to track, measure, and converse with media data for comprehensive content insights.
- **Veritone Advertising Intelligence Suite:** An AI-powered tool that equips broadcast teams with intelligent applications to demonstrate real-time advertising ROI and FCC

compliance. New features provide data-driven analytics for advertisers between ad placement and audience impact.

- **Veritone Voice Cloning and Localization Solutions:** Veritone's multilingual voice cloning and localization services enable customers to personalize content and connect more deeply with audiences. Advanced AI tools automate synthetic voice creation, translations, subtitling and audio dubbing to curate real-time localized viewer and listening experiences.

As an Amazon Web Services (AWS) Advanced Tier Services Partner, Veritone will also demonstrate its AI solutions at a kiosk in the AWS Partner Village in Hall 14, stand A.13.

On Saturday, September 14 from 10:30 a.m. to 11 a.m., Veritone's Sean King will join Carin Forman, Global Partner Lead, Media & Entertainment, AWS, in Hall 8, stand A.01, for a panel discussion that explores the importance of organizations gaining mastery over their data to adopt AI. By harmonizing and managing their data effectively, media companies can then deploy AI solutions in the cloud to unlock their content's full revenue potential while safeguarding their IP.

Veritone and its partner Dalet are co-hosting a networking party for more than 150 media and technology professionals on Sunday, September 15 from 5 p.m. to 8 p.m. at The Jetty, just outside the show floor at the RAI.

To learn more about Veritone's IBC showcase, schedule a meeting with Veritone at the show and register for the Veritone and Dalet networking party, visit:

<https://go.veritone.com/ibc-2024/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](https://www.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.*

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20240910518627/en/>

Valerie Christopherson or Lora Metzner

[Global Results Comms \(GRC\)](#)

+1 949 608 0276

[Veritone@globalresultspr.com](mailto:Veritone@globalresultspr.com)

Sarah Rich

Veritone

[srich@veritone.com](mailto:srich@veritone.com)

Source: Veritone, Inc.