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CBS RADIO Teams with Veritone to Enable Over 100 Stations with Extensive AI Capabilities

Artificial Intelligence engines and applications in leading platform arms broadcast radio with unprecedented visibility for near real-time ad tracking, content search and comprehensive analytics

NEWPORT BEACH, Calif.--(BUSINESS WIRE)-- [Veritone](#), a leading provider of artificial intelligence solutions, today announced that it has signed an agreement with [CBS RADIO](#), one of the largest broadcast media operators in the U.S. and the undisputed leader in news and sports radio. The agreement gives CBS RADIO a license to the Veritone Platform, which enables them to leverage the power of artificial intelligence-based cognitive computing to seamlessly and automatically process, transform and analyze audio data. It provides the market-leading broadcaster with near real-time ad and content tracking, comprehensive analytics, faster content extension, and smarter media management for their broadcasts from 117 radio stations in 26 markets.

"The Veritone Platform is incredibly comprehensive, offering us a highly efficient way to analyze, share and extend all of our broadcast content, which further empowers our team to meet and exceed the expectations of our advertisers in real-time," said Bob Philips, chief revenue officer, CBS RADIO.

CBS RADIO is one of the latest broadcasting companies to team with Veritone to revolutionize broadcast radio by using Veritone's innovative and unique technology, which allows companies to index and package audio content, transcribe broadcast media and measure advertising efficacy, in ways previously unavailable, to satisfy the rapidly multiplying demands for actionable media intelligence from brands, businesses and advertisers. Content from CBS RADIO's terrestrial stations and podcasts is being ingested and recorded by Veritone in real-time, and CBS is leveraging the capabilities of the Veritone Platform to index, organize and make this content searchable and accessible in the cloud.

"Broadcasters recognize the necessity of measuring and enhancing advertiser programs as accurately as possible, and providing market leaders like CBS RADIO with the ability to analyze media at scale in near real-time is invaluable," said Drew Hilles, senior vice president, Veritone Media. "The Veritone platform enables our customers to increase their focus on content that impacts listeners moment to moment, and increase the revenue they generate from that content."

About Veritone, Inc.

Veritone, Inc. is a leading artificial intelligence company that has developed the Veritone Platform, which unlocks the power of AI-based cognitive computing to seamlessly and

automatically process, transform and analyze unstructured public and private audio and video data for clients in the media, politics, legal and law enforcement industries. The open platform integrates an ecosystem of best-of-breed cognitive engines and powerful applications, which are orchestrated together to reveal valuable, multivariate insights. To learn more about Veritone, please visit Veritone.com.

About CBS RADIO

CBS RADIO is one of the largest major-market broadcast media operators in the United States and the undisputed leader in news and sports radio. CBS RADIO produces original audio and video content, live events and exclusive programming distributed on-air, online and on mobile platforms. A division of CBS Corporation, CBS RADIO owns 117 radio stations in 26 markets – including all of the top 10 radio markets as ranked by Nielsen Audio – as well as an extensive array of digital assets. CBS RADIO distributes its programming via AM, FM and HD Radio stations, Radio.com™ and CBS Local Digital Media apps, making engaging with audiences easier than ever before. For more information on CBS RADIO, please visit www.cbsradio.com.

SAFE HARBOR STATEMENT

This news release contains forward-looking statements, including without limitation statements regarding CBS RADIO's use of the Veritone Platform and the expected benefits. 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. 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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