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# Veritone Signs Collab to Expand User-Generated Content Library

Collab's collection will expand Veritone's content licensing library to include impactful content from top social media and viral stars that will enhance the creative projects of Veritone's licensing customers

COSTA MESA, Calif.--(BUSINESS WIRE)-- [Veritone, Inc.](#), (NASDAQ: VERI), the creator of the world's first operating system for artificial intelligence, aiWARE™, and provider of digital content licensing services on behalf of the world's premier sports entities, news organizations and user-generated content networks, today announced a new agreement with [Collab](#), the most-watched independent digital entertainment network. As user-generated content has grown in popularity with creatives, this agreement will allow Veritone to expand its content library and enhance availability of user-generated content for licensing and creative projects.

"User-generated content has become increasingly popular, particularly during these unprecedented times. Our content licensing customers crave the flexibility and authenticity that user-generated content offers. Working with Collab will enable us to meet those increasing demands head-on," said Jay Bailey, vice president of entertainment licensing at Veritone. "By partnering with Collab, we're excited to be able to bring its thousands of unique, readily available moments and content to our customers for their creative projects."

A leader in independent content creation, Collab works with top user-generated content creators on YouTube, Instagram and TikTok. Adding Collab's content to Veritone's library will equip Veritone and its customers with the most popular and timely user-generated content for major advertising and editorial productions through Veritone's experienced research and advisory team. Content that has generated millions of views will be available to seamlessly license, providing customers with new creative and additional production flexibility.

"Veritone's licensing expertise and relationships will open the doors for our creators and partners to connect with a wider audience using their authentic narratives and content," said Art Zeidman, EVP, Growth at Collab. "With the shift in demand to ready-made user-generated content, we're thrilled that so many of our creators' unique moments will be able to be leveraged and monetized right away, thanks to our relationship with Veritone."

Collab's content collection can be found on [Veritone Commerce](#), a licensing portal that allows users to easily search for premier content across Veritone's content partners, including the NCAA®, CBS News, Bloomberg, the United States Tennis Association and many more. The Collab collection has over 50,000 assets, with additional pieces of content being added each week to the platform.

To learn more about Veritone's content licensing services, please visit <https://www.veritone.com/services/content-licensing/>.

## About Veritone

Veritone (Nasdaq: VERI) is a leading provider of artificial intelligence (AI) technology and solutions. The company's proprietary operating system, aiWARE™ powers a diverse set of AI applications and intelligent process automation solutions that are transforming both commercial and government organizations. aiWARE orchestrates an expanding ecosystem of machine learning models to transform audio, video, and other data sources into actionable intelligence. The company's AI developer tools enable its customers and partners to easily develop and deploy custom applications that leverage the power of AI to dramatically improve operational efficiency and unlock untapped opportunities. Veritone is headquartered in Costa Mesa, California, and has offices in Denver, London, New York, San Diego, and Seattle. To learn more, visit [Veritone.com](https://www.veritone.com).

## About Collab

Collab is an independent digital entertainment studio. Since Collab's launch in 2012, it has amassed one of the largest cross-platform content networks in the world, working with and supporting a small group of the most successful content creators across YouTube, Instagram, Facebook and other platforms. In September 2018, ComScore started tracking Collab and immediately recognized it as a top 10 YouTube partner in the U.S. Collab's content generates nearly ten billion video views every month.

## Safe Harbor Statement

*This news release contains forward-looking statements, including without limitation statements regarding the expected benefits of the Collab agreement to Veritone, the expected benefits to content creators of the company's content licensing services and the expected demand for user-generated content by the company's licensing customers. 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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