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Veritone Receives Industry Star Award from the 13th Annual Media Excellence Awards

The Industry Star award recognizes Veritone's innovation and leadership in technology, entertainment & media

COSTA MESA, Calif.--(BUSINESS WIRE)-- [Veritone](#), Inc. (Nasdaq: VERI), the creator of the world's first operating system for artificial intelligence, [aiWARE™](#), today announced that it has been recognized as the winner of the Industry Star Award in the [13th Annual Media Excellence Awards](#). The Industry Star Award honors one company each year that has defined groundbreaking and innovative technologies that have changed the way consumers interact with business to enhance their everyday lives.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210225005113/en/>



Veritone was recognized as the winner of the Industry Star Award in the 13th Annual Media Excellence Awards for its leadership in technology, entertainment & media. (Graphic: Business Wire)

Veritone's [award-winning, innovative AI-enabled solutions](#) for TV and radio broadcasters, studios, production teams, advertisers and sports organizations provide a holistic view of their data, both structured and unstructured, and easily deliver the right content and insights to the right audience at the right time. But, it is Veritone's innovations driving

the same success across industries outside of media and entertainment — including the energy, government, legal and compliance markets — that is its key differentiator.

"We're thrilled to be recognized with the Industry Star Award as part of the 13th Annual Media Excellence Awards program," said Ryan Steelberg, president of Veritone. "Our customers' pain points — which encompass everything from archiving, licensing, discovery and sharing of content assets to analysis and even proof-of-performance for advertisements — have been especially prominent during this challenging year. Our work with organizations

like the NCAA, iHeartMedia, the United States Tennis Association, the San Francisco Giants and CBS News to help them create, manage, share, monetize and analyze their content has truly made a difference not just for our customers, but for millions of consumers worldwide.”

[Veritone's AI-enabled solutions](#) drive digital transformation for leading media and entertainment companies. By automating and simplifying content accessibility, searchability, distribution and analysis, organizations can discover content in new ways, drive operational efficiencies and generate new revenue streams. In one instance, Veritone's AI applications were able to help [an account executive at Beasley Media Group](#) close more than \$400,000 worth of business in 2020, during the pandemic, by easily demonstrating the value of advertising in simple, quantifiable ways.

Veritone's AI solutions for media and entertainment include:

- [Veritone Attribute](#), an AI-enabled marketing attribution solution that correlates broadcast ad placements of all formats, including pre-produced spots, organic mentions and live reads, with website interaction data in near real-time.
- [Veritone Discovery](#), an AI-powered content search and analysis application that provides the ability to quickly search media for spoken words, faces, logos, objects, sentiment and more in near-real time.
- [Veritone Digital Media Hub](#), a cloud-native, AI-enabled media management portal designed for content owners in sports, film, TV, news, and media enterprises. The application allows content creators to immediately access, search, manage, share and license media including videos, still images and audio.
- [Veritone Automate Studio](#), a low-code, web-based workflow designer tightly integrated with Veritone aiWARE that enables organizations to rapidly build and deploy AI-powered workflows and integrate resulting insights into business applications and processes with little to no AI expertise necessary.

“The winners of the 13th Annual Media Excellence Awards are outstanding examples of how critical it is to keep moving forward, thriving and pushing ourselves to create and innovate within the industry amidst a challenging year,” said Sarah Miller, CEO of Axis Entertainment and founder of the Media Excellence Awards. “We’re proud to recognize Veritone as this year’s Industry Star Award winner and a prime example of an organization whose innovation and leadership has significantly impacted the industry for many years to come.”

Now in their 13th year, the Media Excellence Awards are recognized as the most influential global awards show that honors innovation and leadership in mobile entertainment, lifestyle and technology. The Media Excellence Awards are produced and supported by Axis Entertainment, Inc and Media Mavens Podcast.

For more information on Veritone's award winning AI solutions for media and entertainment, please visit: <https://www.veritone.com/solutions/media-entertainment/>.

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 and San Diego. To learn more, visit Veritone.com.

About Media Excellence Awards

The Media Excellence Awards are the most prestigious and influential organization that recognizes and honors leaders and innovation of the highest level to best of breed companies who excel in mobile entertainment, technology and media. The MEAs are an established annual award program that recognizes execution of corporate approach, consumer services, consumer experiences, content creation, and marketing devices or revenue generators for the mobile entertainment industry. For more information, please visit www.mediaxawards.com.

Safe Harbor Statement

This news release contains forward-looking statements, including without limitation statements regarding the capabilities of Veritone's AI-enabled solutions and their expected benefits to 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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