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Veritone Announces Multi-Year Agreement with Tennis Australia to Expand Access to Premium Tennis Content

Veritone provides content buyers with a single source for premium sports content

DENVER--(BUSINESS WIRE)-- [Veritone, Inc.](#) (NASDAQ: VERI), a leading global provider of digital asset management, licensing and metadata solutions, today announced a content licensing agreement with Tennis Australia, the governing body of tennis in Australia and host of the prestigious Australian Open, one of the sport's four annual Grand Slam® tournaments.

The agreement enables Veritone to license archival match footage from the Australian Open to content buyers in North America. Veritone's extensive customer base in advertising, documentary, editorial, arts and entertainment can now curate, source and license diverse tennis media through a single, streamlined platform.

"We are excited to partner with Veritone to help drive the value of our archival media licensing business in North America," said John Garcia, Head of Media Business Development, Tennis Australia. "We trust Veritone's deep heritage in managing Grand Slam® tennis rights and are excited to enable licensees in North America with greater access to the Australian Open archive."

With the addition of Tennis Australia and the Australian Open to its roster, Veritone further solidifies its position as a leader in sports content licensing, providing unparalleled access to premium sports media and helping rights holders, rights owners and content creators maximize the value of their content assets.

"Veritone is now home to archival Grand Slam® media licensing, having signed Tennis Australia and Australian Open to our licensing roster, in addition to our long-standing relationships with the United States Tennis Association and the US Open, Fédération Française de Tennis and the French Open," said Craig Caruso, Vice President, Sports Media & Commercial Partnerships at Veritone. "We look forward to bringing iconic moments from the Australian Open to our extensive buyer network."

The Australian Open 2024 was a record-breaking event, reaching over 2.17 billion people globally.

About Veritone

Veritone (NASDAQ: VERI) designs human-centered AI solutions. Serving customers in the talent acquisition, media, entertainment and public sector 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.

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