

December 12, 2024



Veritone Renews and Expands Exclusive Global Licensing Agreement with CBS News and Stations

Veritone and CBS News strengthen longstanding partnership, expanding AI-driven content licensing and distribution across national and local platforms

DENVER--(BUSINESS WIRE)-- [Veritone, Inc.](https://www.veritone.com) (NASDAQ: VERI), a leader in building human-centered enterprise AI solutions, today announced the renewal of its longstanding exclusive global licensing agreement with CBS News. The multi-year contract renewal solidifies Veritone's position as a premier provider of content licensing solutions for broadcast networks and expands the partnership to include exclusive local news content from CBS Owned Stations.

For over a decade, CBS News and Veritone's licensing agreement has paved the way for television producers, filmmakers, podcasters and local-to-global content creators to have access to millions of hours of CBS News's archival and breaking news content.

CBS News and Stations will continue to utilize Veritone's aiWARE™ enterprise AI platform, which enhances access to its extensive licensed content across numerous distribution channels, opening new monetization avenues. The advanced AI capabilities of aiWARE index the CBS library with accurate, time-correlated metadata to enable advanced and precise search and retrieval, helping researchers and creatives to quickly find specific scenes, quotes or highlights, and automate rights management and delivery.

"We are thrilled to extend our longstanding CBS News partnership," said Jay Bailey, senior vice president of licensing, Veritone. "With Veritone's Content Licensing platform, CBS News and Stations gain continued access to advanced AI solutions to enhance the accessibility of their content and provide exceptional experiences for viewers across digital landscapes. This renewal is a testament to the value we deliver, and we're excited to drive further innovation and growth in how users can search and identify their content."

The agreement strengthens Veritone's portfolio within the media and entertainment industry, underscoring its commitment to helping companies optimize content distribution, improve audience engagement and maximize revenue.

For more information about Veritone content licensing, visit: <https://licensing.veritone.com>.

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.

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Source: Veritone, Inc.