

December 12, 2018



# **Veritone® Announces Multi-Market Agreement with Univision Radio Network to Provide near Real-Time Intelligence for Ad Campaigns and Branded Solutions**

*Agreement expands Veritone's presence in the Hispanic media market*

COSTA MESA, Calif.--(BUSINESS WIRE)-- Veritone Inc. (NASDAQ: VERI), the creator of the world's first operating system for artificial intelligence, aiWARE™, today announced an agreement with Univision Communications Inc.'s nationwide Spanish-language radio network to use its aiWARE platform to deliver near real-time insights and advertising performance intelligence for national and local advertisers. Veritone's aiWARE is being used across 22 of Univision's radio stations in 15 markets, plus four nationally syndicated audio programs and networks. According to the [Nielsen Audio Today 2018](#) report, there are more than 44 million Hispanic radio listeners in the United States.

"With our proprietary, AI-based platform, broadcasters like Univision are now able to provide their advertising customers new campaign verification capabilities and insights similar to those delivered by competing digital platform alternatives," said Ryan Steelberg, Co-Founder and President of Veritone. "We are excited for Univision to leverage the power of our aiWARE platform to provide added value around multi-language audio transcription, tracking, measurement, and verification for its radio advertisers."

aiWARE will provide Univision's local media sales teams, national representation partners and network sales team with advertising intelligence around the performance of both traditional and endorsement-based campaigns. Additionally, while arming these teams with powerful insights and tools including AI-powered Spanish language transcription in near real-time, aiWARE will provide Univision's programming and digital teams with a searchable, transcribed archive of the radio broadcast to better find soundbites, interviews, and edited content.

"We're very excited to collaborate with the Veritone team to help us deliver deeper insights and analytics to our brand partners," said Dominic Fails, Senior Vice President, Local Media Sales at Univision. "Univision remains the #1 media company to reach Hispanic consumers, and Veritone enables us to provide more actionable insights around spot-based radio campaigns as well as efficiently measure our new and innovative native campaigns."

## **About Veritone**

Veritone (Nasdaq: VERI) is a leading provider of artificial intelligence (AI) technology and solutions. The company's proprietary operating system, aiWARE™, orchestrates an expanding ecosystem of machine learning models to transform audio, video and other data sources into actionable intelligence. aiWARE can be deployed in public or private cloud

environments, or on the customer's premises. Its open architecture enables customers in the media and entertainment, legal and compliance, and government sectors to easily deploy applications that leverage the power of AI to dramatically improve operational efficiency and effectiveness. Veritone is headquartered in Costa Mesa, California with over 300 employees, and has offices in Denver, London, New York, San Diego, and Seattle. To learn more, visit [Veritone.com](https://www.veritone.com).

### **About Univision Communications Inc.**

Univision is the leading media company serving Hispanic America. The company's broadcast assets include Univision Network, one of the top television networks in the U.S. regardless of language and the most-watched Spanish-language broadcast network in the country; UniMás, a leading Spanish-language broadcast television network; and Univision Local Media, which owns and/or operates 64 television stations and 58 radio stations in major U.S. Hispanic markets and Puerto Rico. Univision Cable Networks consists of Univision Deportes Network (UDN), the most-watched Spanish-language sports cable network in the U.S.; Galavisión, the most-watched U.S. Spanish-language entertainment cable network; Univision tlnovelas, a 24-hour Spanish-language cable network dedicated to telenovelas; ForoTV, a 24-hour Spanish-language cable network dedicated to international news; and an additional suite of cable offerings – De Película, De Película Clásico, Bandamax, Ritmoson and Telehit. Univision's cable portfolio also includes FUSION TV, an English-language news and lifestyle cable network; an investment in El Rey Network, a general entertainment English-language cable network. The company also owns and operates several premier digital destinations including Univision Now, a direct-to-consumer, on-demand and live streaming subscription service; [Univision.com](https://www.univision.com), the most-visited Spanish-language website among U.S. Hispanics; and Uforia, a digital music application featuring multimedia music content. The company's assets also include the digital brands associated with the Gizmodo Media Group and The Onion. For more information, please visit [corporate.univision.com](https://corporate.univision.com).

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Source: Veritone