2021 Investor Day & Tech Expo

Media & Entertainment

NASDAQ: **VERI**

Forward Looking Statements & Disclaimers

This presentation of Veritone Inc. (the "Company") contains forward-looking statements that involve substantial risks and uncertainties. The words "anticipate," "believe," "estimate," "expect," "intend," "may," "plan," "predict," "project," "target," "potential," "would," "could," "should," and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. We may not actually achieve the plans, intentions or expectations disclosed in our forward- looking statements, and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. The forward-looking statements contained in this presentation reflect our current views with respect to future events.

Forward-looking statements represent our management's beliefs and assumptions only as of the date of this presentation. We have included important factors in the cautionary statements included in the Annual Report on Form 10-K and other periodic reports that we have filed with the Securities and Exchange Commission (the "SEC"), particularly in the Risk Factors sections, that we believe could cause actual results or events to differ materially from the forward-looking statements that we make. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

Before you invest, you should read the Company's Annual Report on Form 10-K and the other documents the Company has filed with the SEC for more complete information about the Company. You may obtain these documents for free on the Company's website or by visiting EDGAR on the SEC website at www.sec.gov.

In addition to the Company's GAAP financial results, this presentation also includes certain historical and forecasted financial measures presented on a non-GAAP basis, excluding (as applicable) provision for income taxes, depreciation, amortization and stock-based compensation expenses, as well as certain sales tax, lease termination and subleasing, severance, acquisition, integration and financing-related costs. For a reconciliation of such non-GAAP measures to the corresponding GAAP measures, please see the supplemental information available on the Investors page of the Company's website.

Introduction

RYAN STEELBERG
President & Co-Founder

SEAN KING
Executive Vice President

JEANETTE KADOW
Regional Sales Director
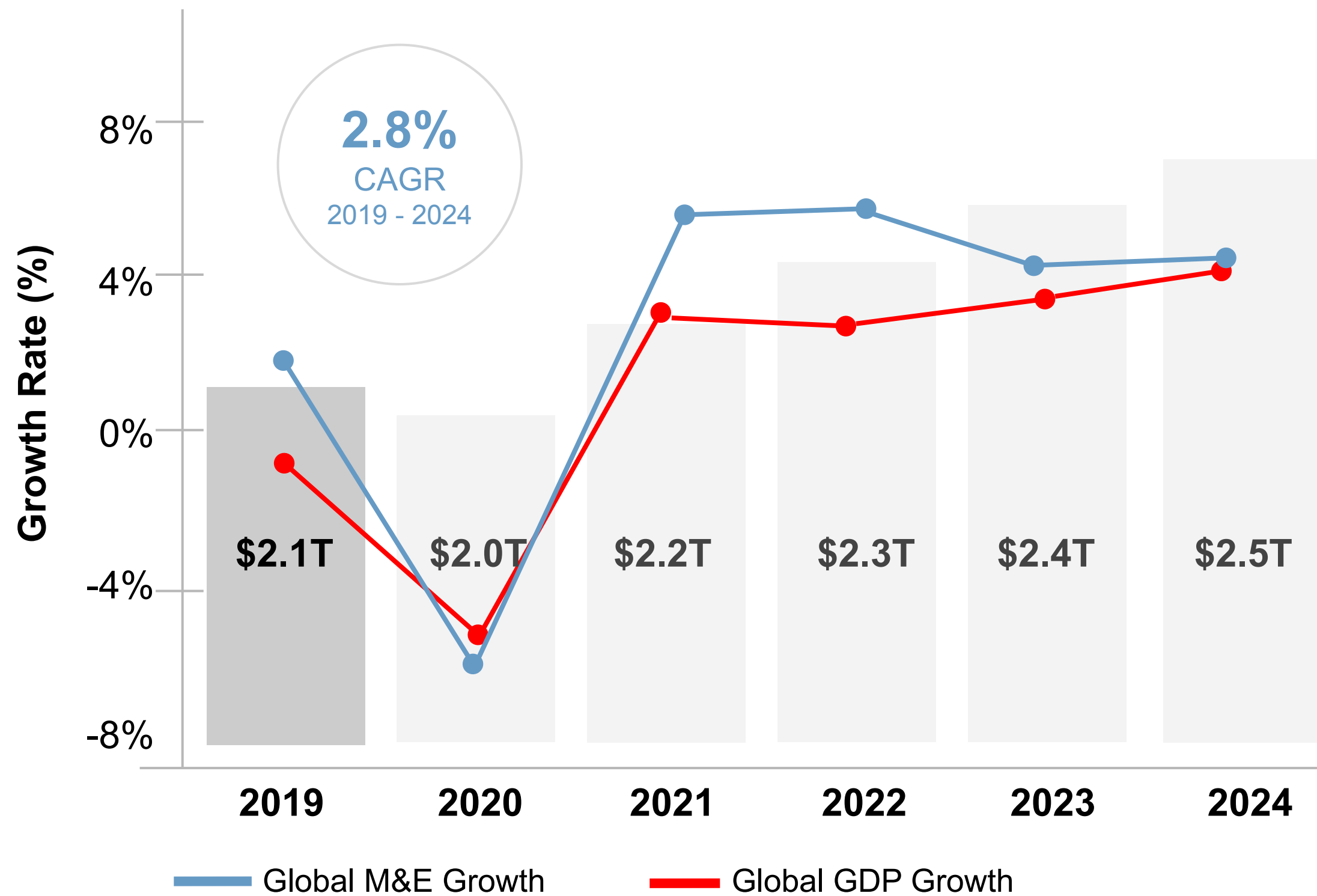
DAVID TETLEY
Customer Success Manager

LAUREN COWLES
Director, Program Management

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Media & Entertainment **Market Landscape**
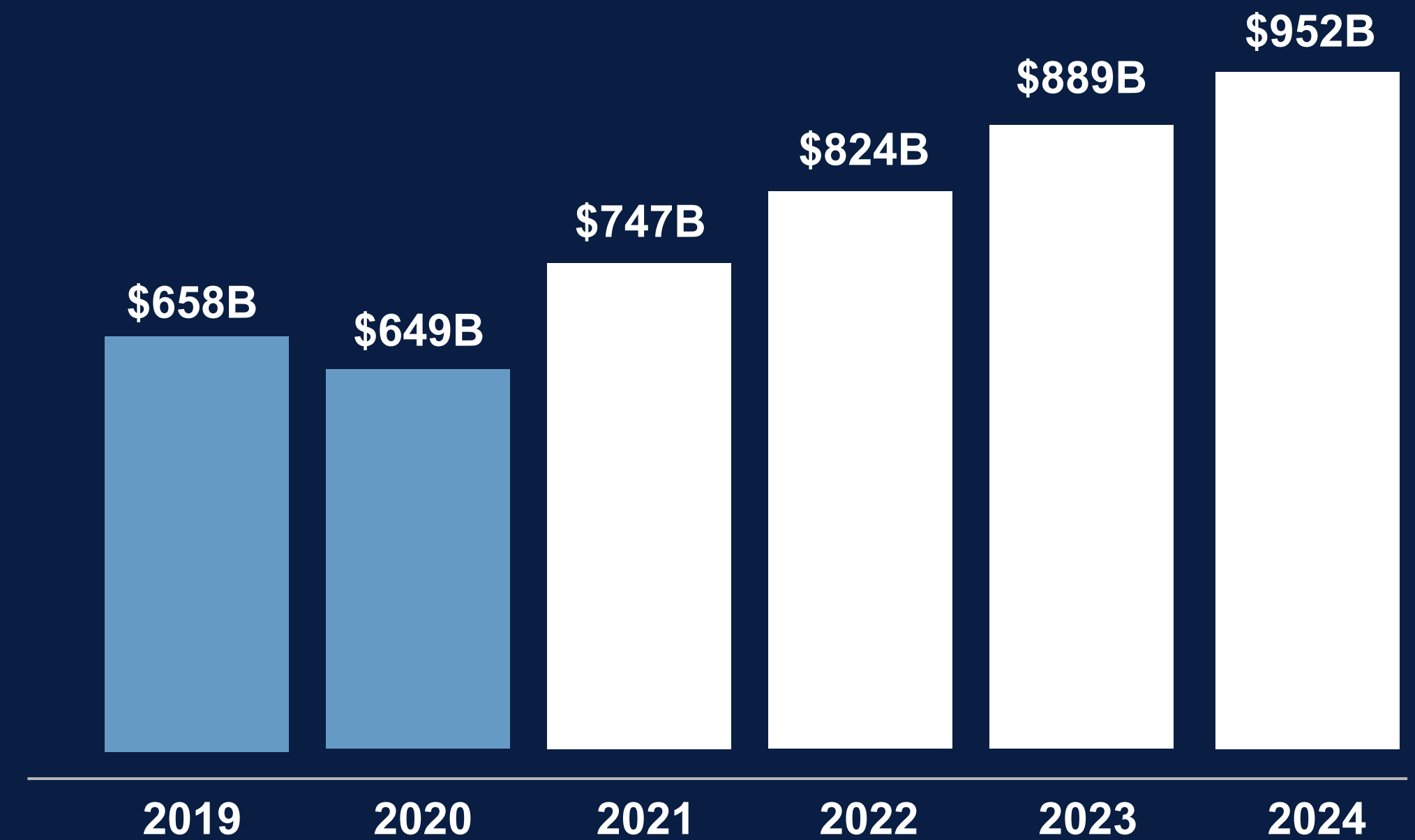
Global Media & Entertainment Forecast
Projected to rebound from 2020 and continue its historic growth trend for the next several years.

2.8%
CAGR
2019 - 2024

Growth Rate (%)

8%
4%
0%
-4%
-8%

$2.1T $2.0T $2.2T $2.3T $2.4T $2.5T

2019   2020   2021   2022   2023   2024

— Global M&E Growth   — Global GDP Growth

Global Media Ad Spend Outlook
Remained surprisingly flat in 2020 and is expected to take a leap in 2021 with continued steady growth.

$658B $649B $747B $824B $889B $952B

2019   2020   2021   2022   2023   2024

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Media & Entertainment **Market Landscape**

Share of Digital Ad Budgets (%)

Category	Share
Branded Content & Influencer Marketing	20%
Display	13%
Paid Social	12%
Video	12%
CTV / OTT	8%
E-commerce	7%
Other	15%

> 50%
Branded content and influencers more critical than last year

32%
Boosted spending on branded content

25%
Spent more on influencer marketing during 2H of 2020

Source: Advertiser Perceptions

Global Media Ad Spend Outlook
Remained surprisingly flat in 2020 and is expected to take a leap in 2021 with continued steady growth.

Year	Spend
2019	$658B
2020	$649B
2021	$747B
2022	$824B
2023	$889B
2024	$952B
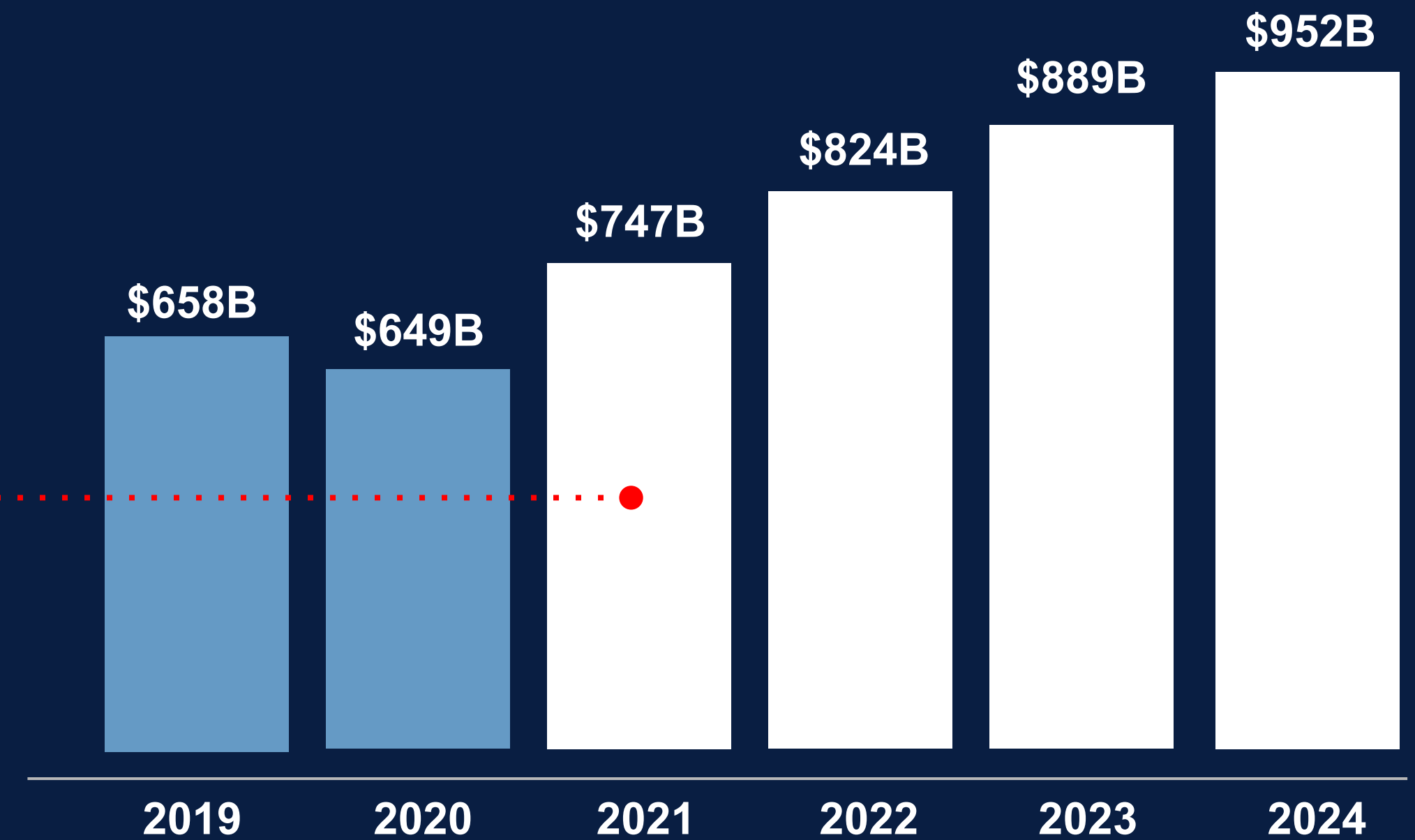
Source: eMarketer / Insider Intelligence

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Media & Entertainment **Target Segments** (estimate 2020 revenue)

BRAND ADVERTISERS
$240B

AUDIO & RADIO NETWORKS
$24B

CONTENT LICENSING
$1.1B

DIGITAL PUBLISHERS
$8.5B

ESPORTS & VIDEO GAMES
$66B

FILM & STUDIO PRODUCTION
$33.8B

SPORTS ORGANIZATIONS
$77.8B

TV PRODUCTION & NETWORKS
$34.2B

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Media & Entertainment **Products and Services**

Real-time intelligence to analyze, manage, and monetize media assets

Empowering the world's leading media companies, studios, networks and sports organizations to unlock hidden revenue streams.

Leveraging AI to maximize advertising efficacy and ad and content monetization

Enabling the world's leading brands and content owners to hyper-target key audiences to drive business growth.

VERITONE DISCOVERY
AI-enabled content search, discovery and verification

VERITONE ONE
The world's first and largest AI-powered performance audio and influencer agency

VERITONE ATTRIBUTE
Intelligent, near real-time media attribution for broadcasters

VERITONE LICENSING
AI-enabled access and monetization to the most iconic moments in sports, news, and entertainment

VERITONE DIGITAL MEDIA HUB
Intelligent media asset management and monetization

VERIADS
The most innovative AI-driven revenue solutions for social media, podcast, and broadcast influencers

aiWARE™

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Product **Veritone Discovery**

Veritone Discovery identifies everything that can be said and seen in broadcast content to help quantify earned media and create new opportunities for new and recurring revenue.

Quickly find and view time correlated playback of media

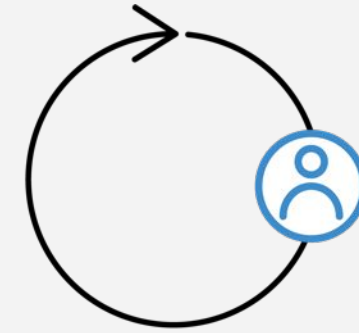Automate searches with powerful watchlist feature

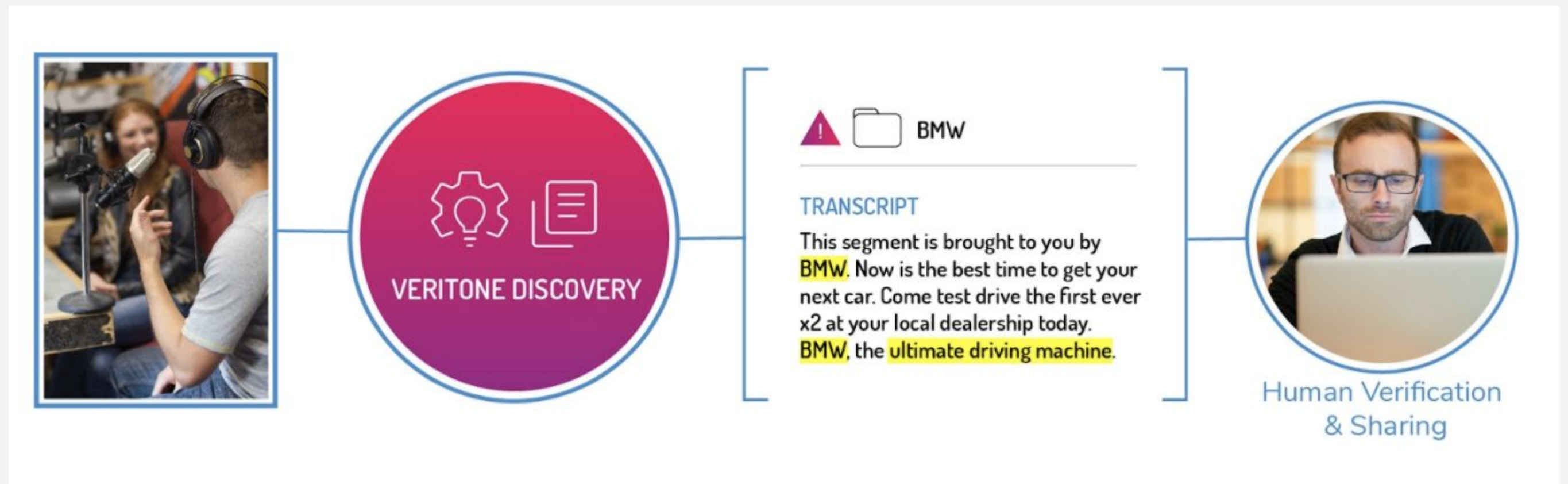Gain actionable insights with data visualization dashboards

Why Veritone Discovery?
- Supporting 3 of the top 5 radio groups in the U.S. (iHeart, Audacy, Cumulus)
- Servicing 1,500+ customers across four countries (U.S., Canada, U.K., Australia)
- 50.8M audio/video hours processed

Use Case: Intelligent Ad and Content Discovery

Leveraging aiWARE, Discovery processes broadcasts in real-time and alerts teams when preset search criteria are met, making ad clips available in one list for verification and sharing with clients in curated collections - shaving days off of ad verification report delivery.

What used to take days, now takes minutes

VERITONE DISCOVERY

BMW

TRANSCRIPT
This segment is brought to you by BMW. Now is the best time to get your next car. Come test drive the first ever x2 at your local dealership today. BMW, the ultimate driving machine.

Human Verification & Sharing

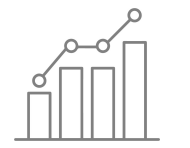# Veritone Discovery **Customer Testimonial**
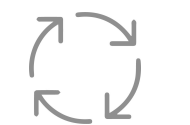
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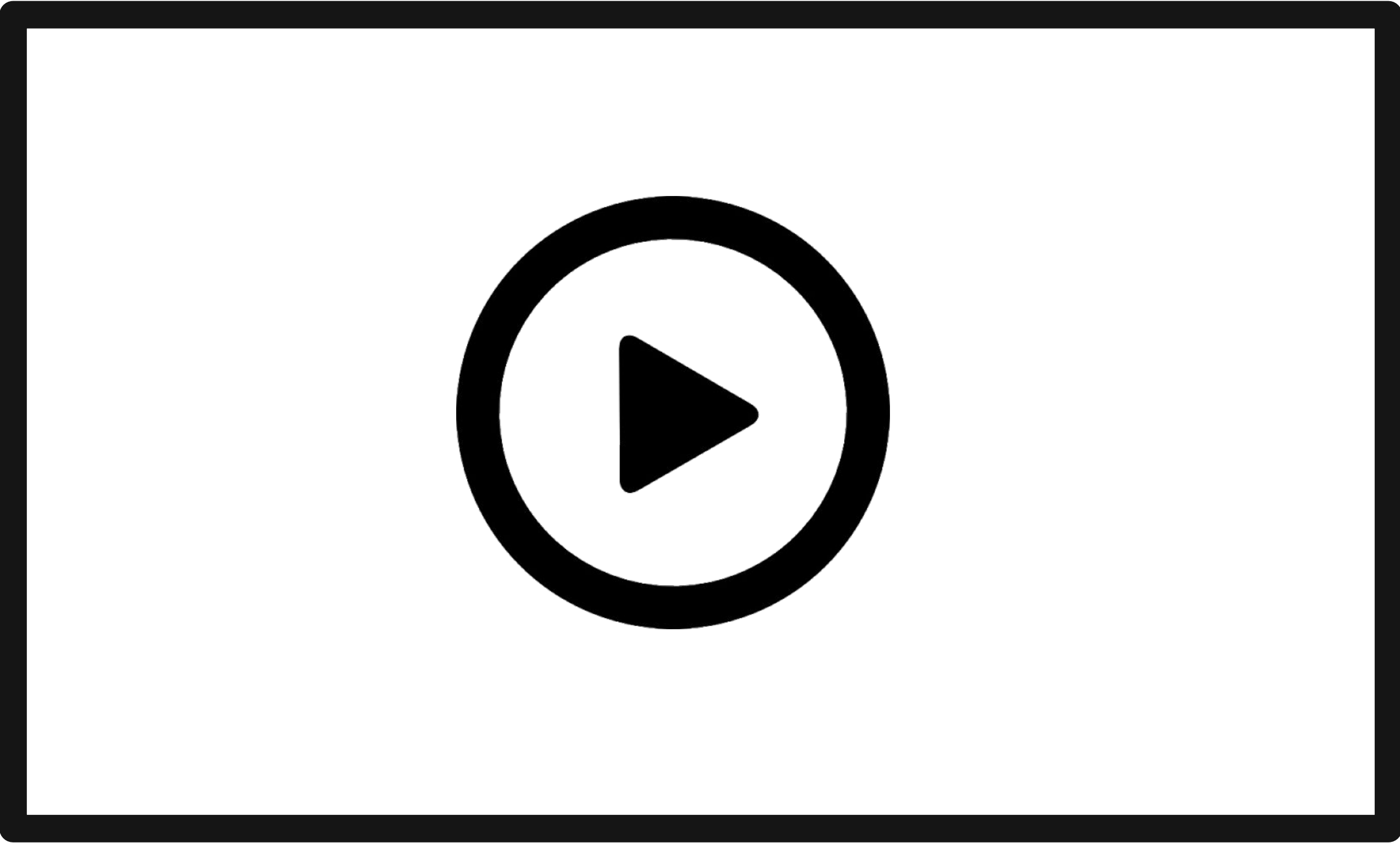
Product **Veritone Attribute**

Veritone Attribute enables broadcast stations to share performance metrics to their advertisers by measuring the campaign lift of broadcast ads by correlating them to website interaction data in near real-time.

Instant access to data-driven insights

Informed ad optimization strategies, increase customer ROI

Strengthening buy-side relationships

Why Veritone Attribute?

- Over 1,200 customers in six countries U.S., Canada, Mexico, Peru, Australia and South Africa
- Processing 15 million ad records a month
- 2019 NAB Product of the Year

Use Case: Intelligent Media Attribution

Using aiWARE, Attribute processes TV broadcasts in real-time and automatically searches for pre-set ad campaign criteria, correlating customer web analytics against detected ads displayed in a single dashboard - empowering ad sales with one-click ad efficacy reports.
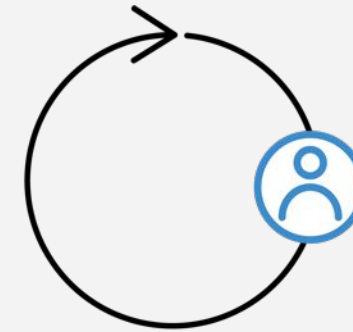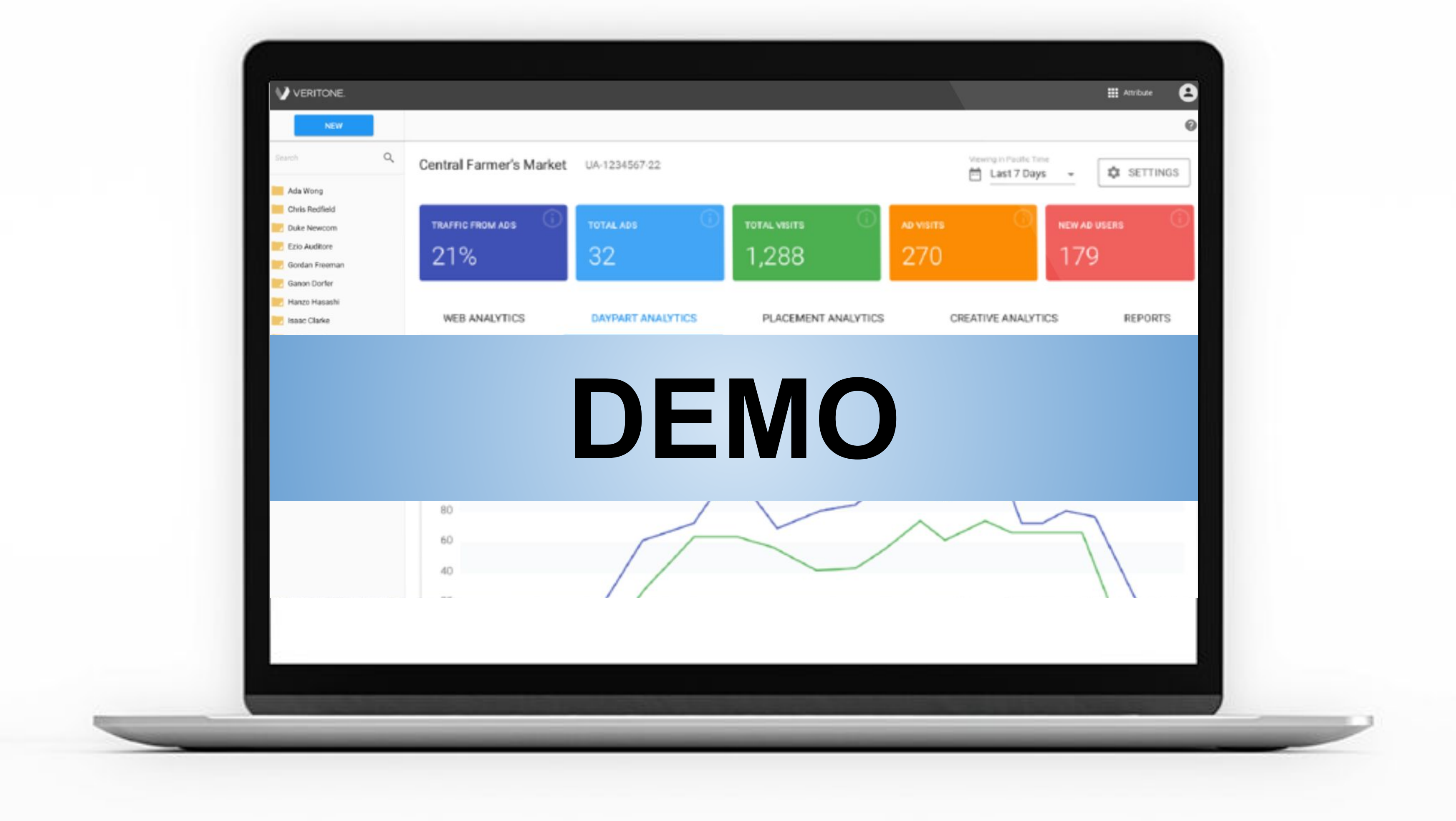
What used to not be possible, now takes minutes

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Veritone Discovery **Customer Testimonial**

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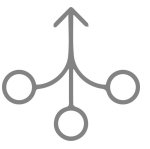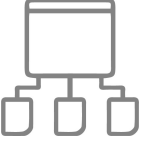# Veritone Attribute & Discovery **Product Demo**

Product **Veritone Digital Media Hub**

Veritone Digital Media Hub is a cloud-native, AI-powered media management platform specifically designed for content owners in sports, film, TV, news, and media enterprises.

Reduce the time and resources it takes to manage assets

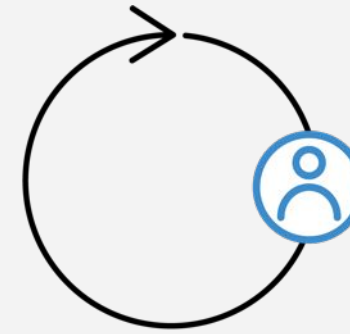Simplify content curation with powerful search tools, metadata management, and bulk-edit capabilities

Streamline content sharing with capabilities designed to activate the monetization process
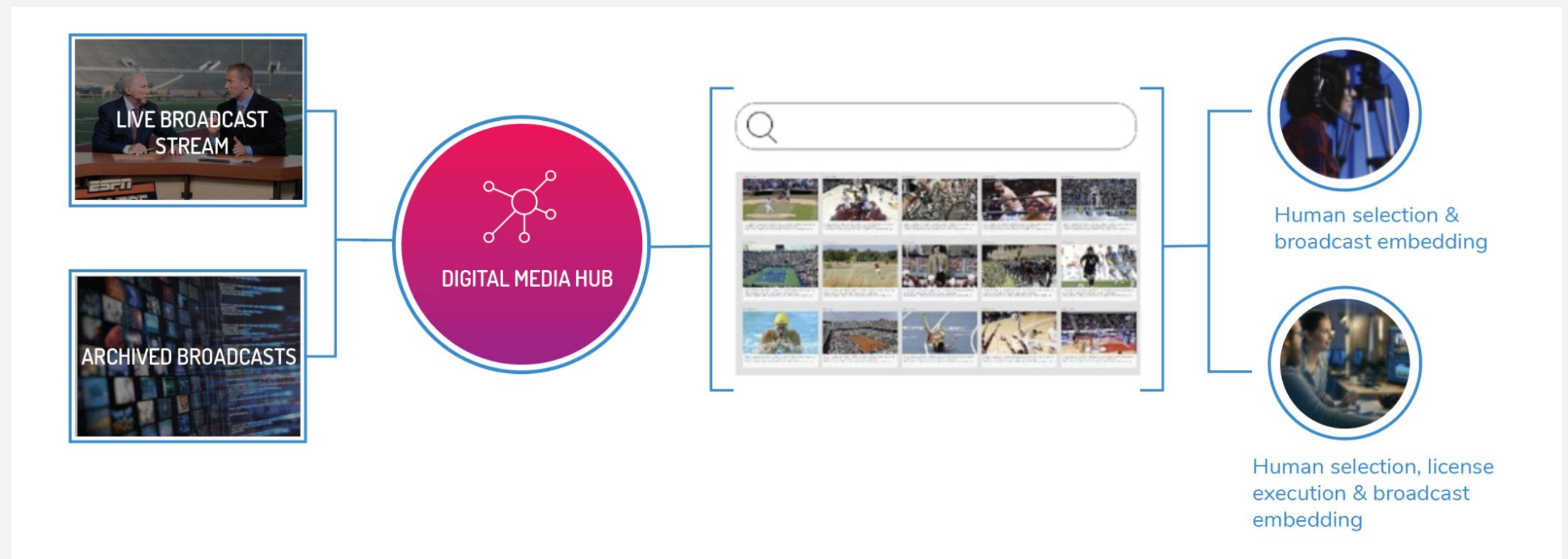
Why Veritone Digital Media Hub?
- Powering 40+ major branded portals
- Enabled 20,000+ users to find and share footages and collaborate remotely
- Facilitated over an estimated $1 billion worth of content transactions
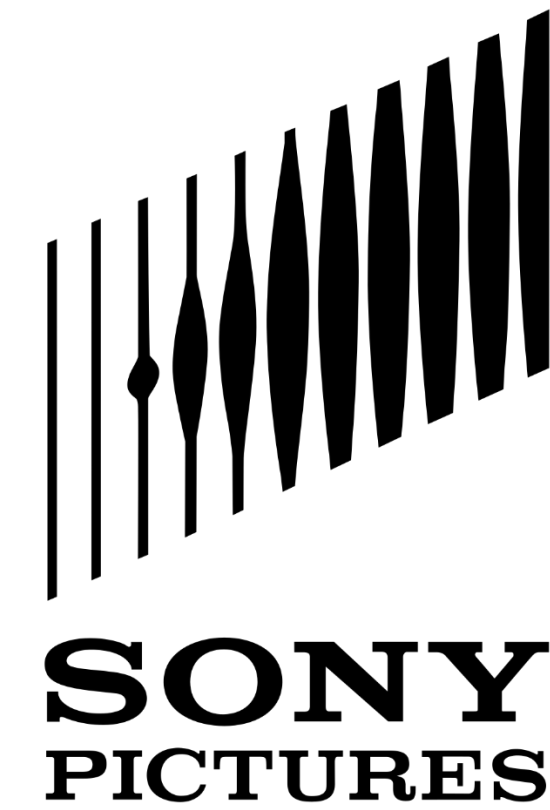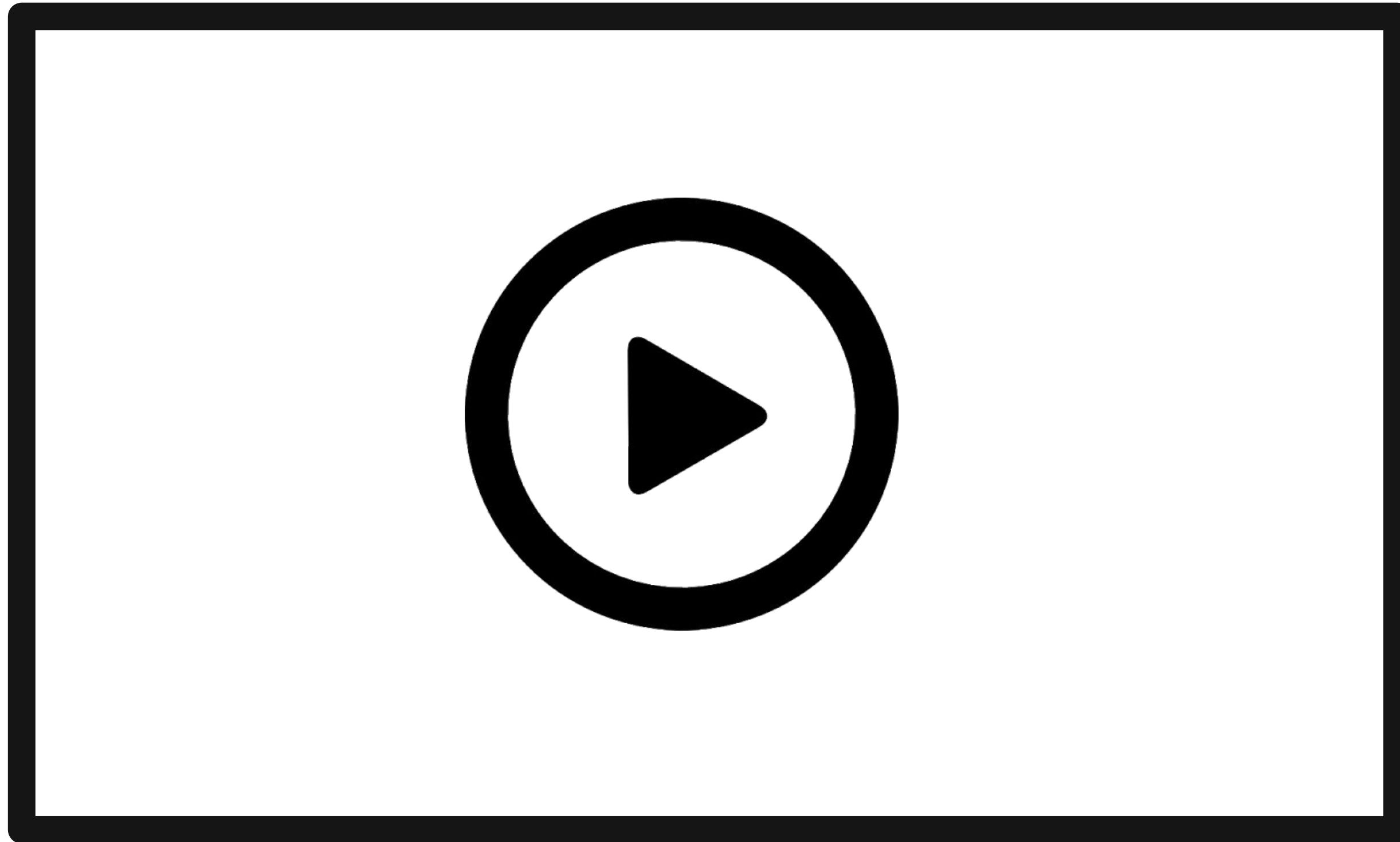
Use Case: Intelligent Media Management

Powered by aiWARE, Digital Media Hub processes the media archive against a library of celebrities, making matches discoverable by celebrity in the organization-wide Media Asset Manager - shaving months off of content curation projects

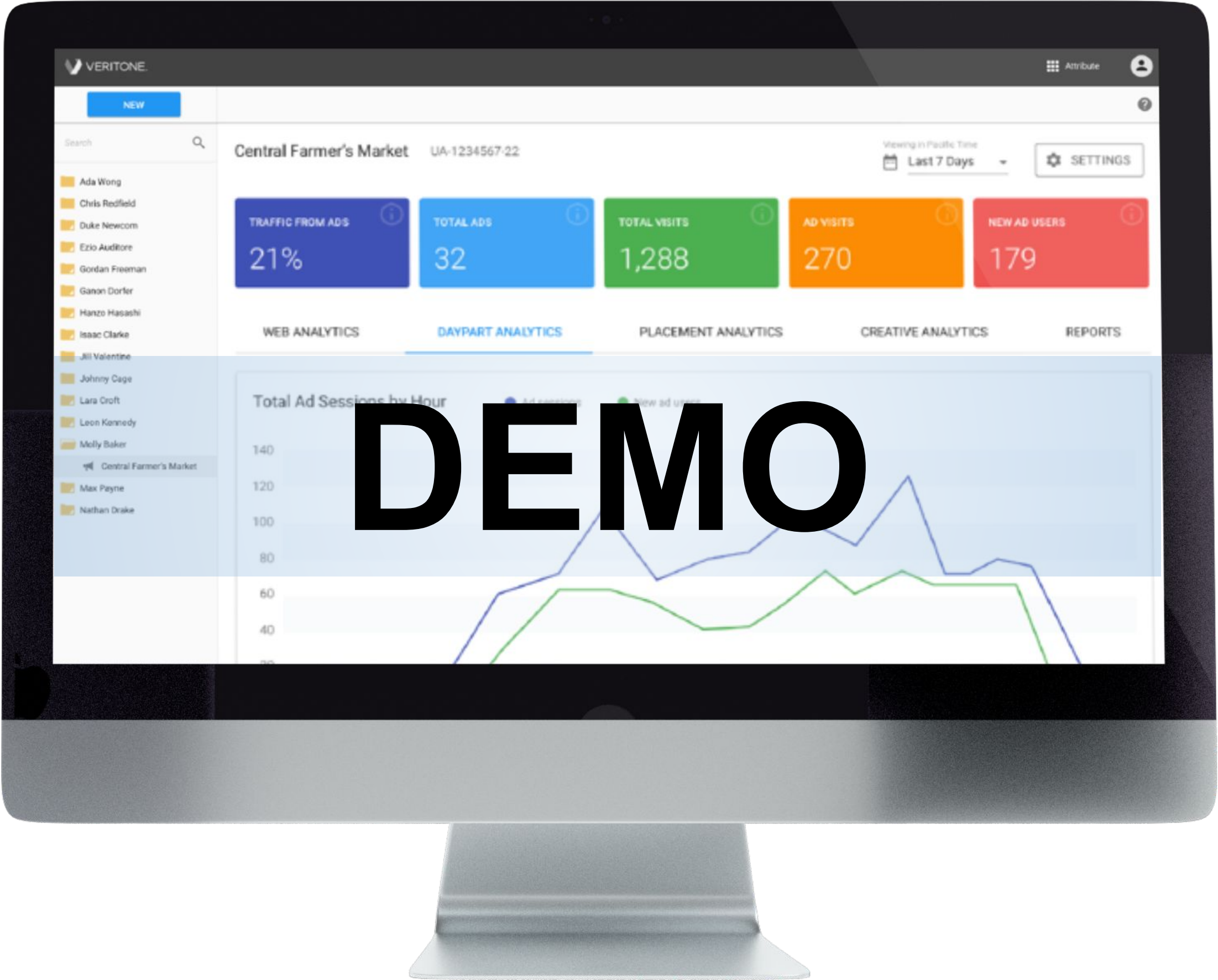**What used to take days, now takes minutes**

LIVE BROADCAST STREAM

ARCHIVED BROADCASTS

DIGITAL MEDIA HUB

Human selection & broadcast embedding

Human selection, license execution & broadcast embedding

Veritone Digital Media Hub **Customer Testimonial**
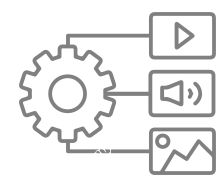
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Veritone Digital Media Hub **Product Demo**

Intelligent Service **Veritone One**

Veritone One, the world's first and leading audio agency, harnesses the power of AI to measure and scale both traditional and emerging channels, enabling brands to amplify their advertising voices.

Media strategy: Unmatched insights into planning and buying to select the right audience & channels

Campaign messaging: Deep expertise to craft the right message to drive results to your business

Reporting & analytics: Real-time insights to optimize and multiply campaign success
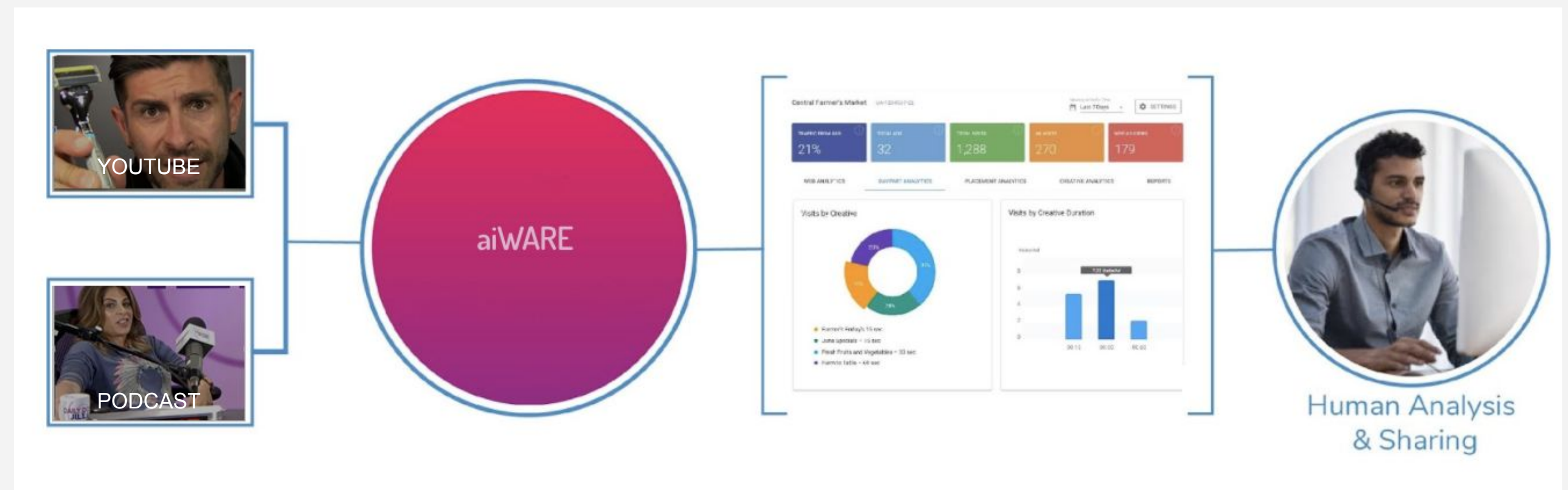
Why Veritone One?

- Pioneers in podcast advertising with 100+ active advertisers and a 95% renewal rate
- One of the largest buyer of podcast, YouTube influencers and endorsed radio ads
- Crafting and producing 60,000 - 80,000 ads / month

Use Case: Audio Advertising Effectiveness

Using aiWARE and proprietary data, Veritone One is able to quickly track and measure podcast and YouTube influencer ads to analyze efficacy and enhance message delivery to deliver successful campaigns.
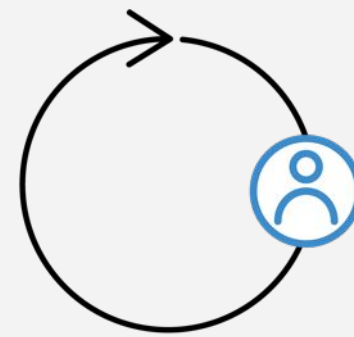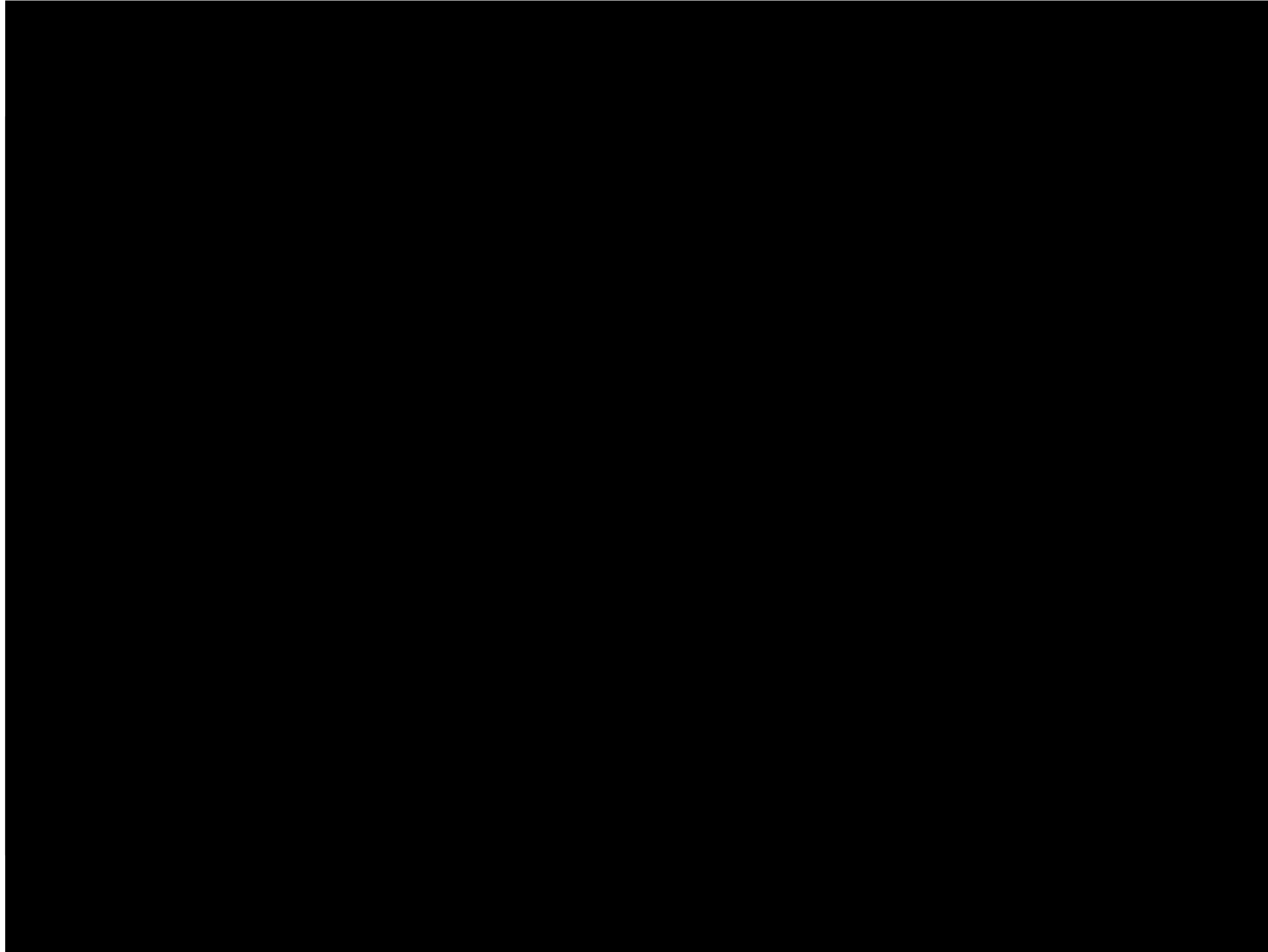
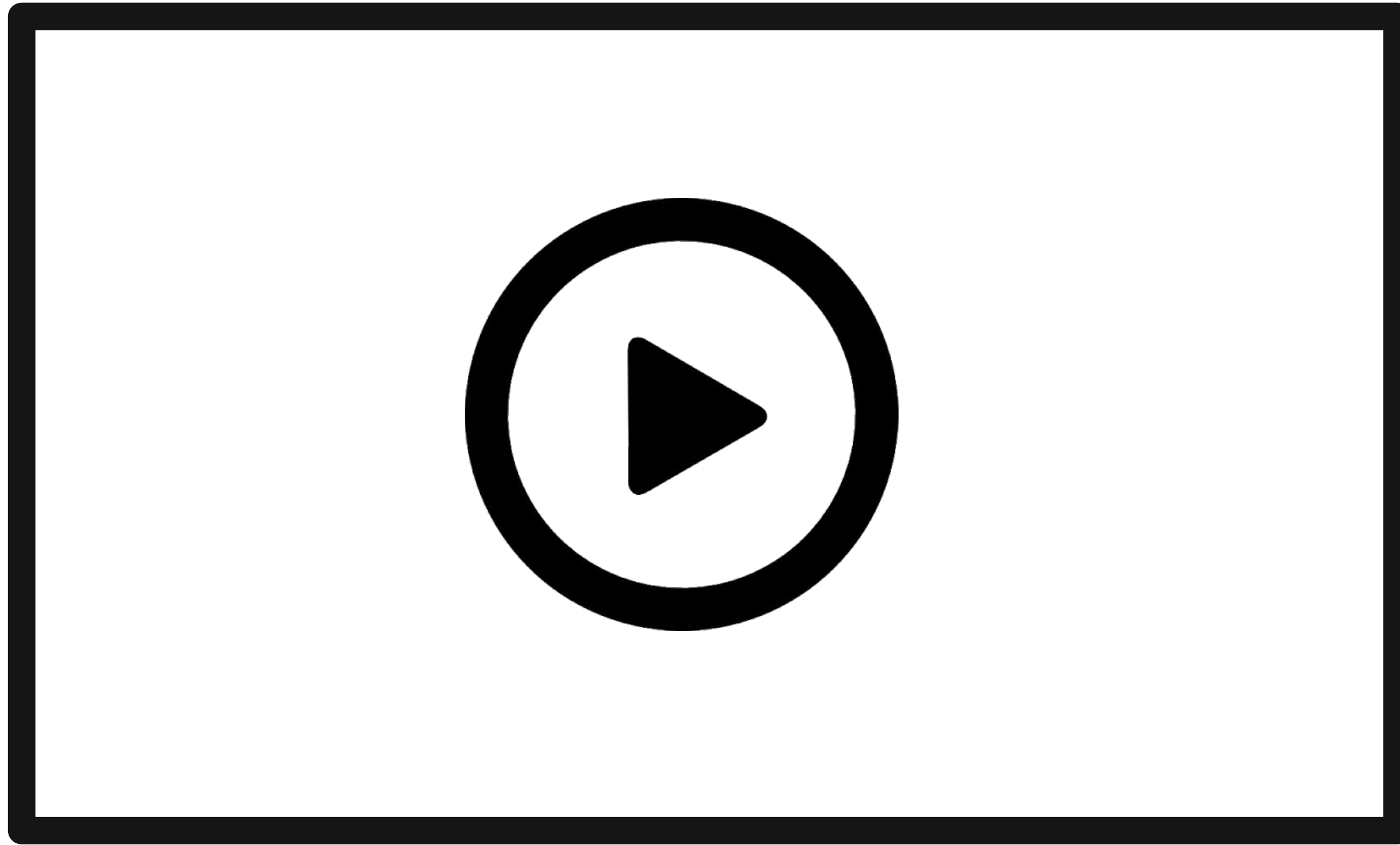**What used to take days, now takes minutes**

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Intelligent Service **Veritone Licensing**

Veritone Licensing empowers content creators to create better content, analyze and monetize the content they've created, and ensure proper rights, clearances, and pricing is in place for every transaction.

Treat every request with the highest level of service and care

Provide full-service project management

Obtain all required approvals, permissions and clearances on the licensee's behalf

Why Veritone Licensing?
- Access to more audio and video content from more sources than any other licensor in N.A.
- Facilitated an estimated of $250 million worth of content transactions

Use Case: Content Licensing

With aiWARE, Veritone Licensing is able to process the media archive of our partners to easily locate specific footages for content projects - shaving weeks off of content curation projects.
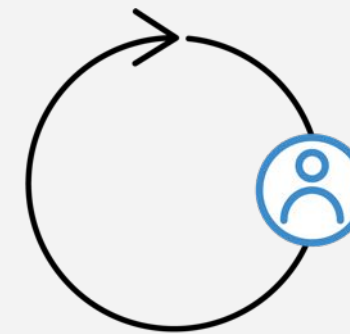
What used to take days, now takes minutes

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Veritone Licensing **Customer Testimonial**

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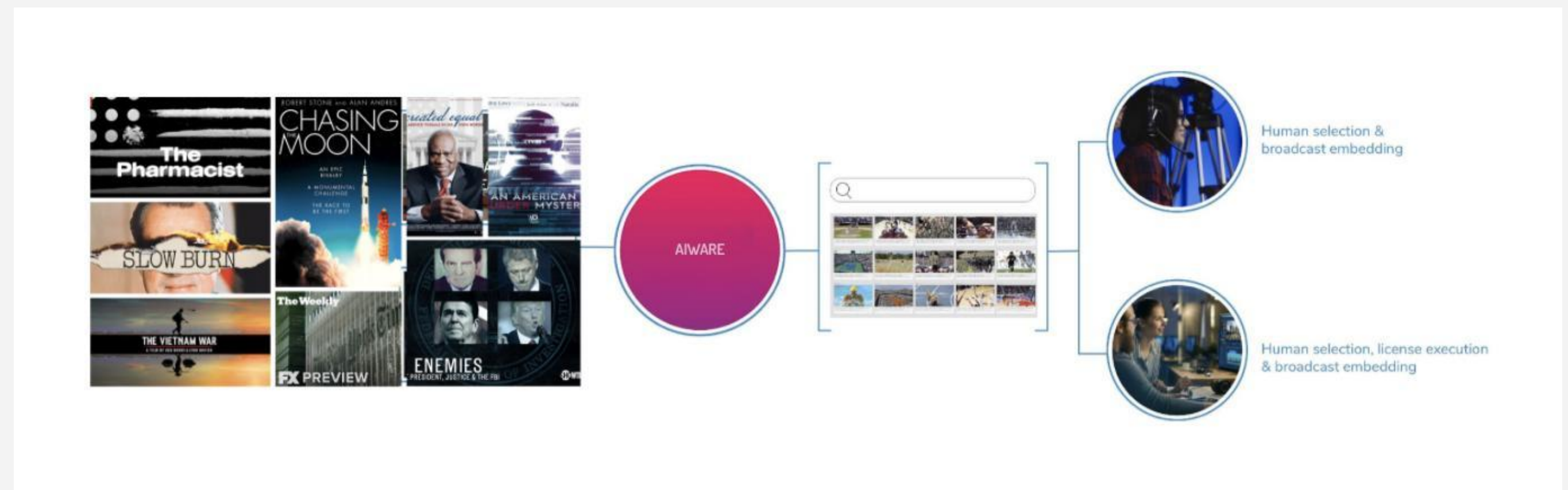
Veritone Licensing **Customer Testimonial**

South China Morning Post

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Veritone Licensing **Product Demo**

Intelligent Service **VeriAds**

Leverages Veritone's market position and proprietary aiWARE technology to provide broadcasters, podcast and social media influencers with a range of innovative new revenue solutions.
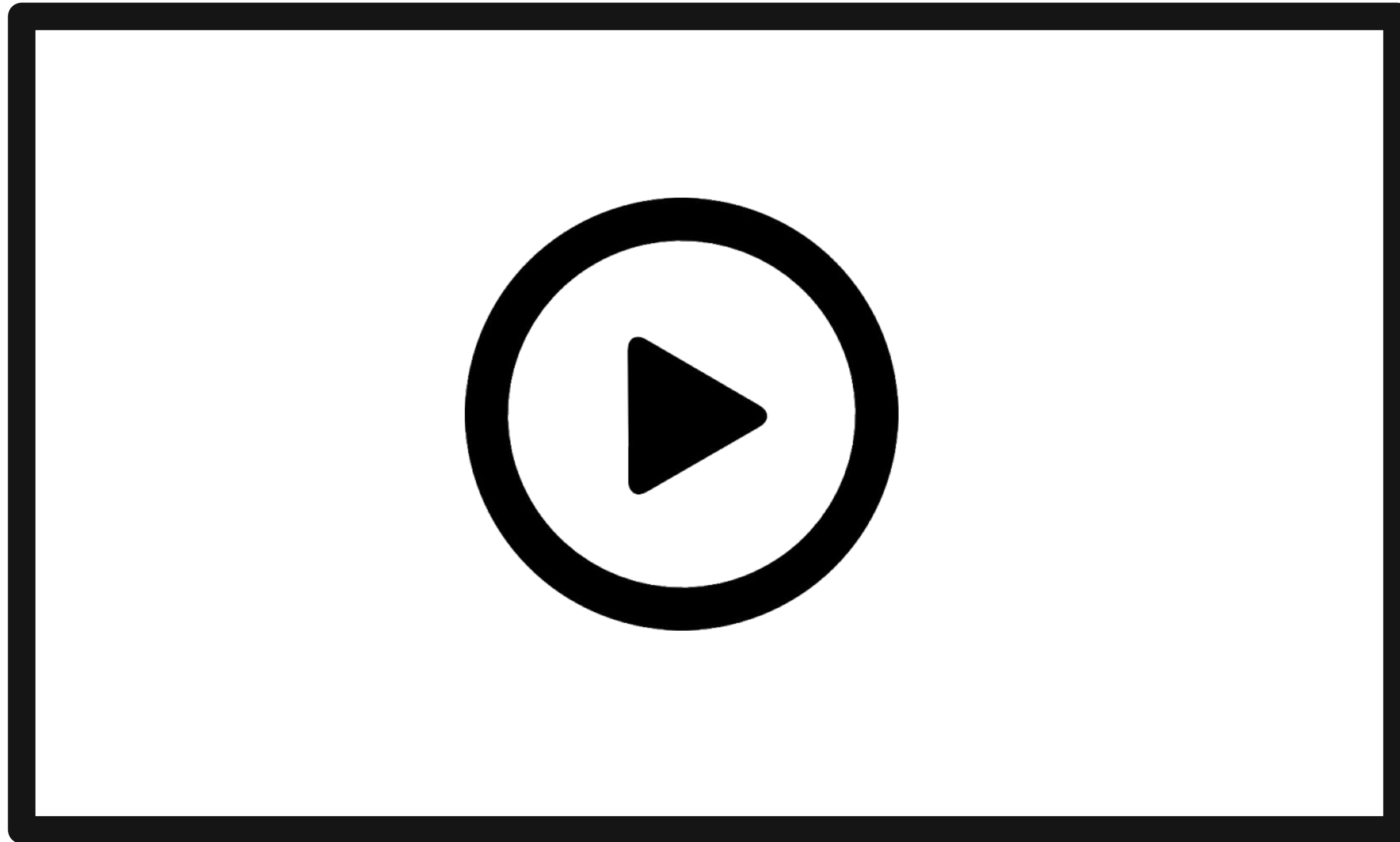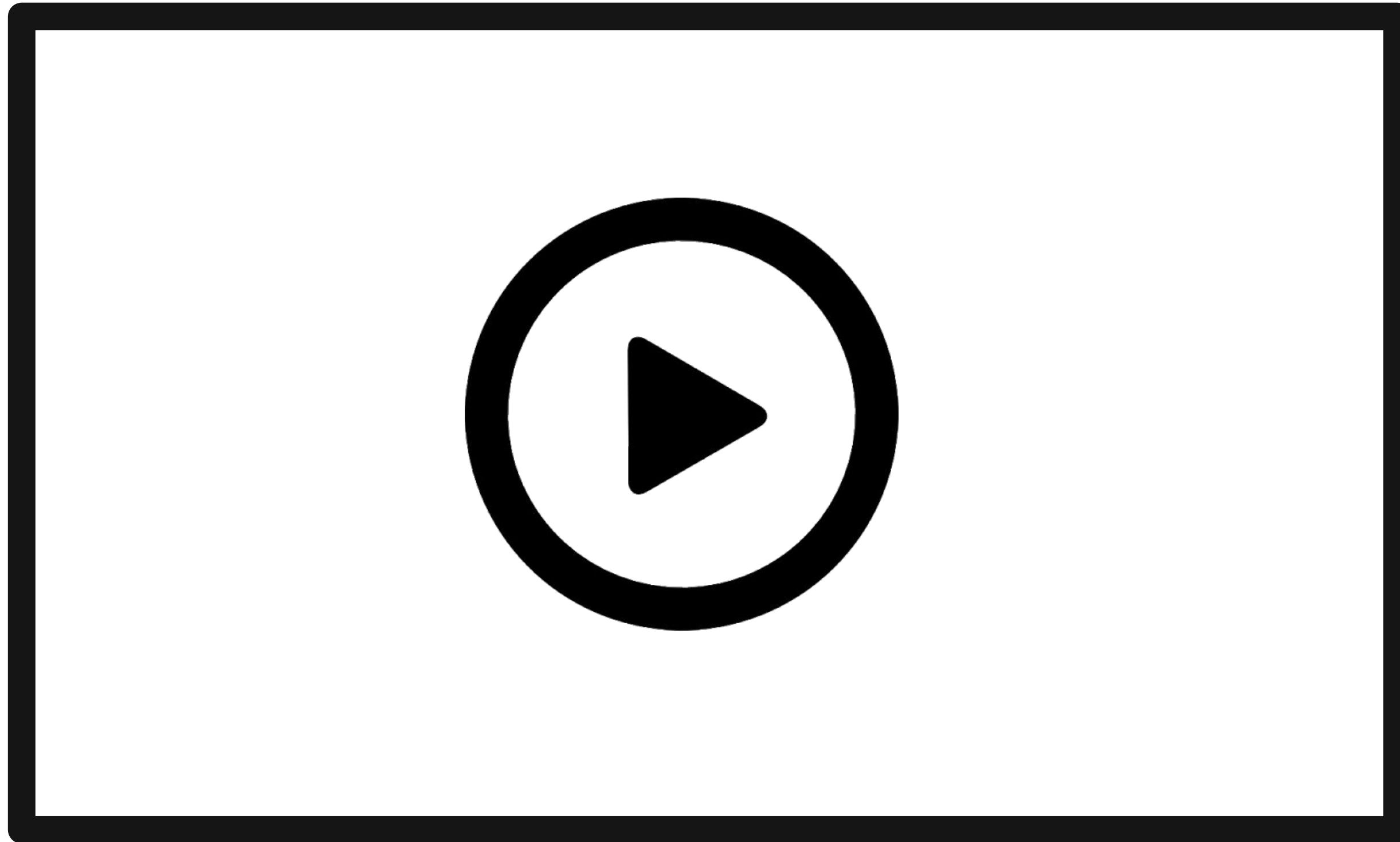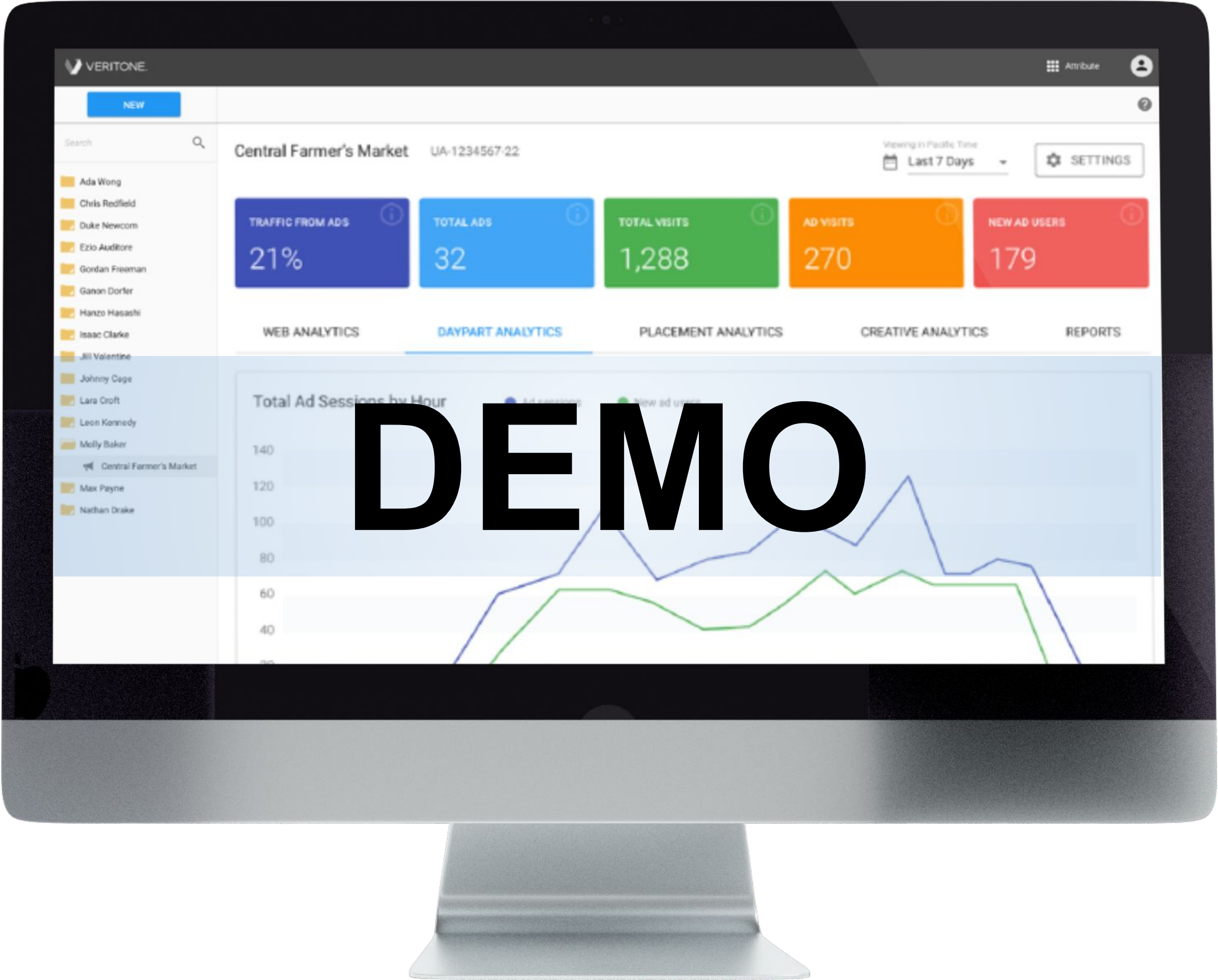
Influencer Bridge Podcast • Social

Gives podcast and influencers unprecedented access to advertisers and enables them to monetize their content through sponsored ad placements.

MicroMentions® Radio

Provides broadcasters a new, incremental revenue stream through on-demand, live-read ad units without the burden of managing clearances or verifications.

Spot Network Radio • TV

Manages the liquidation and fulfillment of ROS and dayparted ad units for media partners to enabling broadcasters to begin generating revenue immediately.

Use Case: Ad Inventory Expansion

With aiWARE, VeriAds can identify new opportunities and channels for emerging talents and shows faster to expand our network and inventory for our brand advertisers.

What used to take days, now takes minutes

PODCAST

YOUTUBE

aiWARE

Human Analysis & Sharing

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VERITONE.
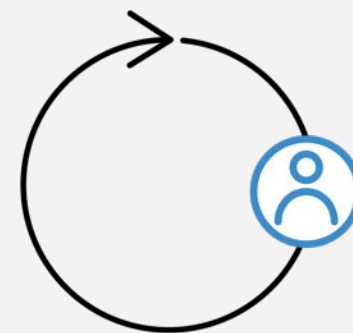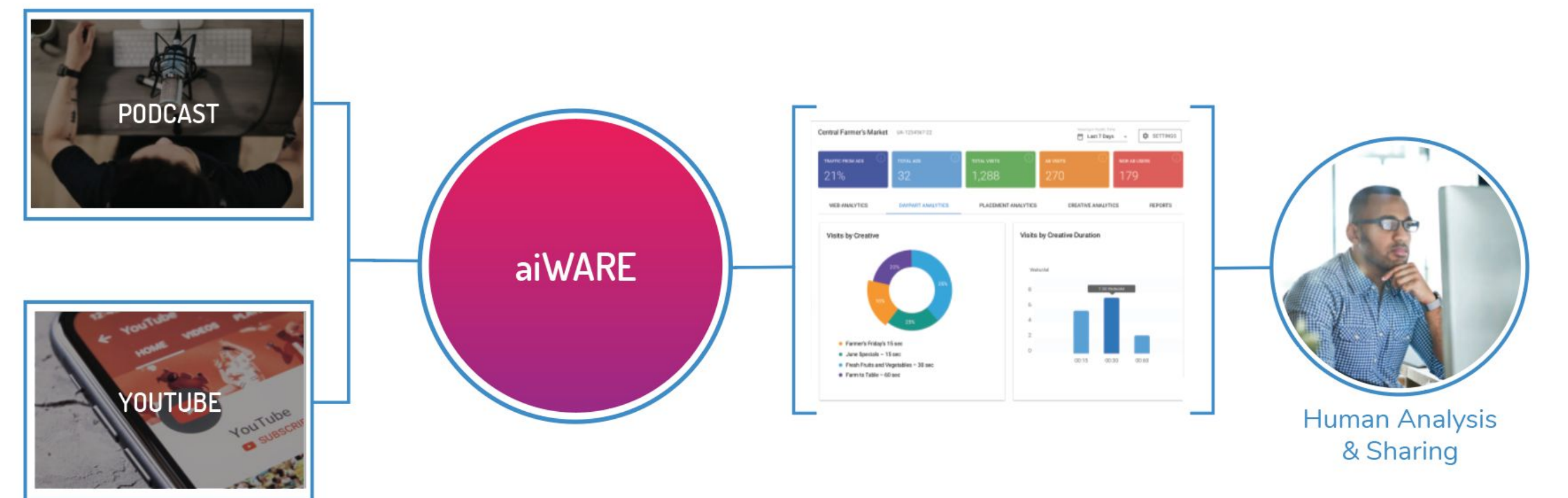
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Market Trends

Daily content consumption accelerated during the pandemic

2x

increase of digital content consumption since pandemic

- Doubled from 3 hours and 17 minutes to 6 hours and 59 minutes since start of pandemic
- Surge in social media (48%), connected TV devices (44%) and YouTube (43%)

Source: DoubleVerify

But media companies are facing challenges:

- Slow, physical processes limits media content production
- Voice editing, rectifications and removal of errors are time-consuming
- Costly to localize and regionalize voiceover to personalize messages

Marketers prefer branded content & influencer advertising

20%

allocation of branded content and influencer marketing of digital budget

- Marketers are planning to spend more on branded content and influencer marketing
- Larger portion than paid search, display, paid social and digital video

Source: Advertiser Perceptions

But brands and marketers are facing challenges:

- Scheduling difficulties for celebrity endorsers, influencers and podcast hosts
- High production travel, time and costs
- Inability to personalize ad reads to individual markets across languages, accents and more

The next digital revolution is voice

Synthetic voice, or voice cloning, is the creation and replication of someone's voice synthetically through artificial intelligence (AI) and machine learning algorithms from audio samples.

VOICE TYPES

Professional Voice
Select from a marketplace of high-quality voices across gender, persona, language, tone, style and more.

Custom Voice
Provide voice training data to develop and replicate your own synthetic voice.

VOICE PROCESSES

Text-to-speech
Generate synthetic speech from text by professional or custom voices.

Speech-to-speech
Generate synthetic speech from speech by professional or custom voices.

Global Voice Clone Market

$1.74B

$456M

2018   2023

30.7% CAGR
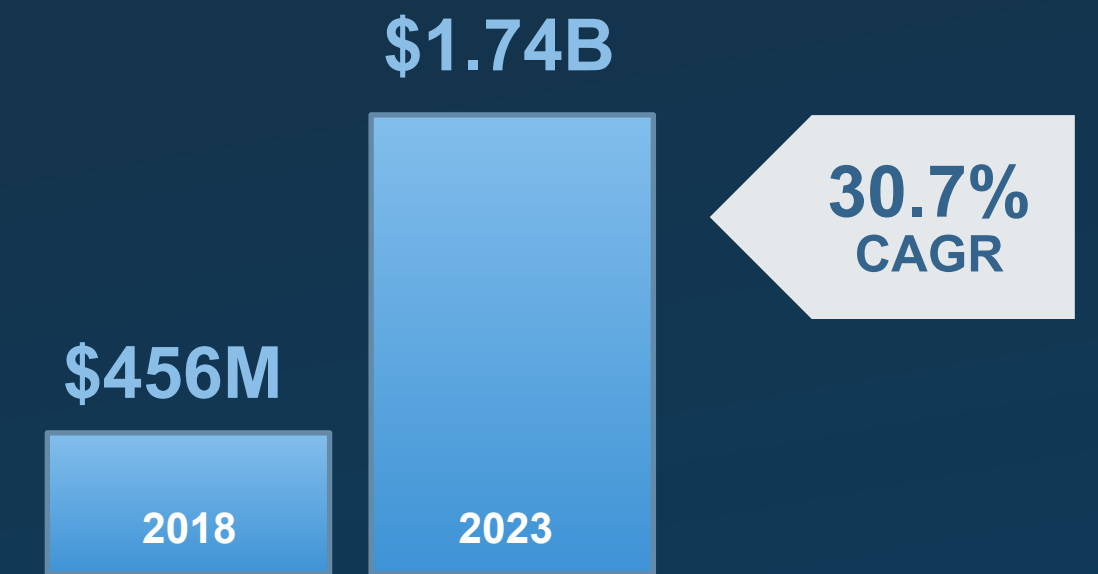
Source: Market and Markets Research

" This will democratize visual content production by making it cheaper, faster, easier, and with higher fidelity than anything we've ever seen before. There are so many industries that are going to be completely overhauled by this revolution in content production."

NINA SHICK
Author and Broadcaster
Specializing in how technology and AI is reshaping society

INTRODUCING

MARVEL.ai

A complete, end-to-end solution to enable your media company, brands, on-air talent and influencers to seamlessly produce, personalize, monetize, and protect their professional-quality synthetic voice.

Meet Ryan Steelberg
President of Veritone

Produce Content

Accelerate and automate your media and content production to extend your output and reach

- Advertisements and endorsements
- Audio clips and news
- Audio books
- Video content
- Voice-overs and narration
- Product walkthroughs

Personalize Content

Programmatically transform and multiply your content to tailor to your target audience

- Gender
- Personas
- Languages
- Tone and style
- Pitch
- Dialects
- Accents
- Speed

License & Monetize Content

Extract more value from your content and generate revenue in significant new ways

- Scale sponsorship opportunities
- Expansive voice marketplace
- Extend your sales and marketing capabilities
- Access to a buyer network
- Deepen fan engagement

Manage & Protect Your Voice

Ensure complete control and longevity over your voice data, model, and usage

- Inaudible watermarks
- Access and permissions
- Regulated compliance and clearance processes
- IP protection and content claiming
- Safe and secure environment

This is his real voice:

This is his synthetic voice using text-to-speech:

This is his synthetic voice as a female using speech-to-speech:

VERITONE.

Celebrities, athletes and influencers

- Scale your capacity to participate in creative and commercial projects

- Generate new and recurring income

- Connect and reach a wider audience

- Save time and travel by avoiding recording studios

- Protect the longevity of your unique voice

UNIQUE BENEFITS FOR UNIQUE VOICES

Advertisers & Agencies

- Increase content output to keep your customers engaged

- Improve customer response with personalized content at scale

- Significantly reduce cost and shorten timelines to mass produce advertisements and marketing content

- Ensure the consistency and continuity of your brand voice

Media Companies

- Accelerate content production by converting text-based media into quality audio content

- Programmatically transform and localize content across languages, accents and more

- Extend the reach and revenue opportunities of your talent and personalities

- Revitalize the voice of past talent and personalities

VERITONE®

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MARVEL.ai
END-TO-END SOLUTION

aiWARE

VOICE MONETIZATION
Generate and track your revenue and increase your ability to scale voice requests.

VOICE CREATION & USAGE
Generate an authentic-sounding voice by recording lines or audio files.

VOICE LICENSING, COMPLIANCE & CLEARANCE
Gain and manage licensing opportunities with access to experts to help you navigate compliance and clearances.

THE COMPLETE VOICE AS A SERVICE SOLUTION

VOICE MANAGEMENT
Complete and secured control over the algorithm for your voice.

VOICE WORKFLOWS
Build automated processes to easily manage and share your voice collection.

Built on Veritone aiWARE, MARVEL.ai enables users and companies to:

- Leverage multiple best-of-breed voice engines

- Combine with other cognitive capabilities such as translation, sentiment analysis, content classification, and more

- Ensure they leverage the best solution possible for their specific needs

…to create the highest quality content at scale

VERITONE.

Why Veritone?

Producing 60,000 – 80,000 ads/month

World's first OS for AI

Facilitated over $250M in content licensing

World's first and leading audio agency

Our Heritage
As an AI company, Veritone is primed to scale VaaS through our proven businesses in audio, advertising, licensing and media.

Our Technology
Built on aiWARE, Veritone MARVEL.ai offers a complete, end-to-end solution while enabling users to leverage multiple best-in-class voice engines.

- Voice Creation and Usage
- Voice Licensing, Compliance and Clearance
- Voice Management
- Voice Monetization
- Voice Workflows

- Famous athletes & celebrities
- Top social media & YouTube influencers
- Fortune 100 Brands

Our Ecosystem
As an industry leader in AI-powered content management, licensing, and monetization, we have built relationships with tens of thousands of media companies, brands and influencers.

- All top audio/radio groups in the US
- All major TV networks in the US
- Premier golf and tennis tournaments
- Biggest conferences in the NCAA

Our promise for good

Veritone upholds the highest standards of security and believe that transparency maintains that trust. We will always protect you, your voice identity, and any IP you create with our technology.

- Prohibiting the generation and learning of unauthorized voice models
- Controlled access to voice models
- Audible and inaudible fingerprint verification

Veritone will publish industry best practices and governance for synthetic content usage in public or commercial channels.

Veritone is building a policy group (creators and buyers) for self-regulation within commercial use across all industries.

Veritone is an active member of the IAB and Open Voice Network to develop global best practices for synthetic content.