



Boosting your content capabilities (and your bottom line) with AI

Veritone at HITS:Spring 2023



VERITONE

YOUR TRUSTED WILDERNESS GUIDE FOR AI

Summary

Veritone aims to serve those looking to be on the cutting edge of new technology, leading the way in creating industry-breaking AI solutions to the biggest challenges facing media and entertainment. Our clients look to solve not only the challenges of today but future-proofing their business. Our driving principles are to open our clients to a world of unlimited possibilities and increase the accessibility of AI.

Industries Served



ADVERTISING



GOVERNMENT



LEGAL & COMPLIANCE



MEDIA & ENTERTAINMENT



SPORTS



FINANCIAL SERVICES



HEALTHCARE



INSURANCE



RETAIL



RECRUITMENT



EMPOWERING LEADERS IN MEDIA & BROADCAST

Veritone is helping leaders in the world of broadcast and beyond achieve the seemingly impossible through artificial intelligence solutions, services, and technologies. We give people what they need to quickly create, share, or sell content and services so they can keep up with the ever-growing demand for content and grow their organizations' revenue.



New Forms of Media



Your Media & Broadcasts



All of Your Content



With Custom Solutions

Strategic Partners



CREATE NEW FORMS OF MEDIA TO ENGAGE YOUR AUDIENCE

We partner with content creators & rights holders to provide solutions that help you:

Scale your content production & save resources

Increase accessibility to connect with all of your audience

Expand into new markets, languages & more

Our Solutions:



Generative AI

Get enterprise-grade generative AI that enables infinite potential with your content.



Voice Cloning

Create a custom, AI voice that you can transform into different genders, languages, dialects, accents, and more.



Problem:

Cameo needed a path forward to break into family entertainment and animated characters was the best fit but the organization needed a way to do this that was scalable and personalized.



Solution:

Leveraging the multi-award winning Veritone Voice, Cameo Kids provides brands and IP owners with next level personalization for its customers, with the opportunity to now enhance videos at volume and scale with Veritone's AI-voice platform for personalized birthday, holiday and inspirational messages.



Personalized audio messages created instantly



Revenue generating business in first week of launch



“With Cameo Kids, we can seamlessly onboard new animated characters from IP partners and reach an entirely new family audience — making magical moments possible from their favorite animated stars. Veritone has been instrumental in bringing this to life by enabling the AI voices for select characters alongside the visual asset coordination.”

— Steven Galanis, Co-Founder & CEO, Cameo



MANAGE YOUR CONTENT WITH AI

We partner with content creators & rights holders to provide solutions that help you:

Built efficient content workflows

for metadata tagging and management

Up discoverability

for content for internal & external stakeholders

Save time & resources

spent finding, discovering, and sharing content

Our Solutions:



Veritone Digital Media Hub

Get AI-powered metadata tagging and content management capabilities, plus the ability to set up your own content marketplace.



Case Study



Problem:

The organization was sitting on a 60-year old, aging archive. To tag all of their content would have required a manual approach that wouldn't guarantee accuracy and would be too costly.



Solution:

Using our AI-powered DAM solution, Veritone Digital Media Hub, they preserved their archive for future generations, surfacing never-before-seen moments to support their content strategy and uncover new monetization opportunities.



Accomplished 371 days of metadata work in hours



Avoided the need to hire 3 additional headcount



“Thanks to Veritone, we can explore, we can get creative, we can tell better stories, and we can share every moment. We’re keeping our club’s history alive.”

-Brad Martens, Director, Media Systems & Workflow

MONETIZE ALL OF YOUR CONTENT

We partner with content creators & rights holders to provide solutions that help you:

Generate more revenue from all of your content

Create new incremental revenue streams



Our Solutions:



Veritone Digital Media Hub

Set up your own content marketplace with our AI-powered content monetization and management solutions. Available as an add-on to MAMs/DAMs.



Veritone Licensing

Syndicate your content into our licensing ecosystem to reach more customers and create new incremental revenue streams.



Problem:

NCAA needed a way to provide access to their archive of content to broadcast partners as well as monetize it for third-party licensees such as major telecom, beverage, and restaurant brands.



Solution:

Using our proprietary content management platform using AWS storage and licensing services, NCAA is able to offer the full breadth of sports coverage content in near-real time, enabling greater integration and monetization of their content.



92 Years of NCAA Footage

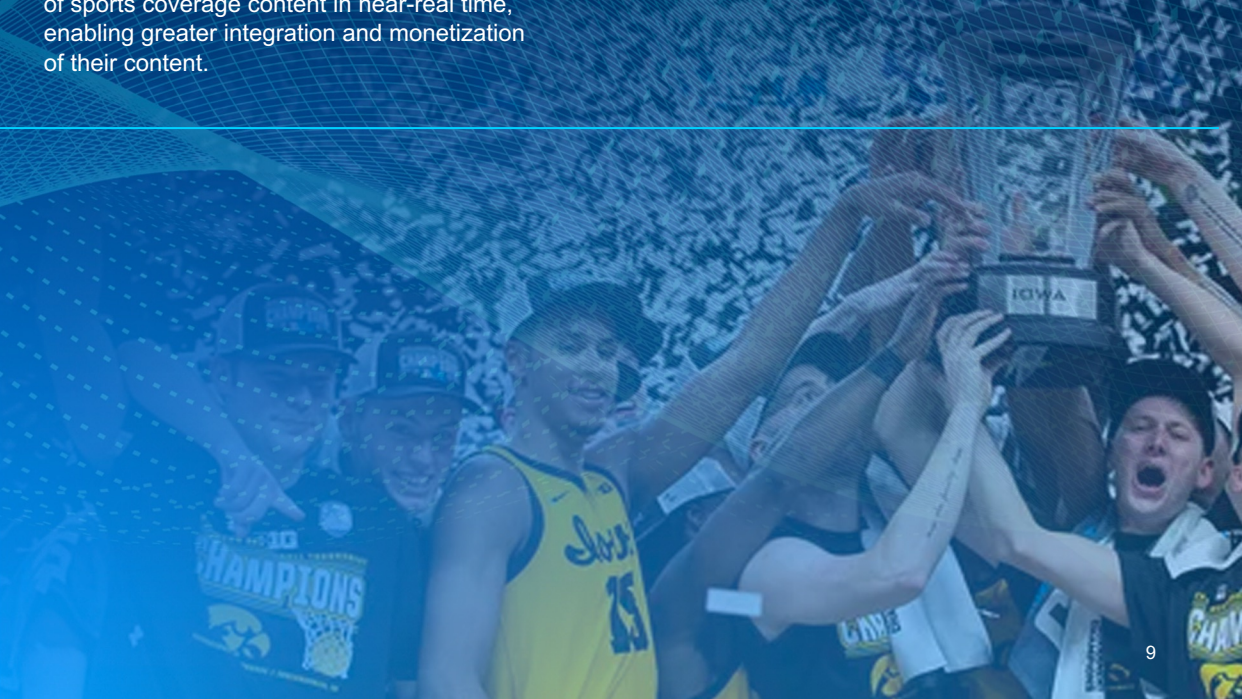


More than \$1M in annual revenue



Results:

They've been able to activate their entire archive of content, enabling them to achieve seven figures in revenue annually through licensing opportunities for a variety of projects including documentaries, ad campaigns, and more.





Synthetic
Media

Generative



INNOVATE WITH CUSTOM AI SOLUTIONS

Large Language
Models

Voice

Intelligent Data Lakes

Case Study | Real-Time Multi-Radio Transcription

Problem:



To maximize its coverage, they needed a way to transcribe 40 different audio feeds during auto races in real time so that the production team could be alerted about specific spoken words and make decisions during racetime about which feed to switch to, plus quickly create clips from interesting audio during the race.



Solution:

By creating a new application that allows for live transcription, Veritone's Professional Services and Product Development teams created a new, custom application that allows for live transcription, accurately identifying spoken words by specific persons during racetime.



Transcribed 40 audio feeds simultaneously



Reduced workforce from 15 interns to 1 employee monitoring audio



A C T I V A T E A I

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MANAGING, CREATING, MONETIZING, & INNOVATING CONTENT IN MEDIA, SPORTS & ENTERTAINMENT.

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Featuring



THANK YOU