



# Welcome to MARVEL.ai

Your Voice is the Future

05/14/2021

# 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



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.



## 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



## Meet Ryan Steelberg

President of Veritone

This is his real voice:



TEXT-TO-SPEECH

This is his synthetic voice:



SPEECH-TO-SPEECH

This is his synthetic voice as a female:





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

## 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

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

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

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

# Why Veritone?



- 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.

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

# Industries that should listen



# Customer Testimonials

## TALENT AGENCY



“As advances in audio A.I. create new opportunities for talent, there is a need for reliable technology to manage and protect these rights. Veritone’s solution, coupled with their premium audio expertise, creates a new opportunity for our clients to unlock new revenue streams in a safe and secure manner.”

**BRENT WEINSTEIN**  
Chief Innovation Officer

## MEDIA COMPANY



“Veritone MARVEL.ai opens the door for sports organizations to further monetize their athlete’s brands. There’s only so much time we can devote to endorsement activity, and MARVEL.ai promises to add exponentially to the opportunity.”

**PAUL HODGES**  
VP, Content & Entertainment

## CELEBRITY



“There’s only so much time I can devote to endorsements in my role. Veritone MARVEL.ai provides me with such a wide range of possibilities for my personal brand and potential endorsements because of its ease of use, minimal time commitment and control over the final voice file.”

**RANDY HAHN**  
San Jose Sharks Hockey Announcer

## 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

Projects

Voices

Users

1 Details 2 Record Your Voice

### CREATE YOUR OWN VOICE

Voice Name \*  
Joey Kirk

Voice Bio \*  
Joey brings decades of sales experience to his voice, working with companies like ESPN and EA.

Voice Tags  
Recommended: Add two to three keywords to this voice.  
sales x male x

Privacy  
You can opt to allow anyone within MarketAI to access this voice for future projects and clip, or you can make it private to your organization.

Public (Everyone)  
 Private (Only you)  
 Shared with Others (Within your Account)

Voice Image  
Recommended: 250x250, JPG or PNG  
Add Image

Back Next

## 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

## Government and Public Safety

- Trusted voices of local leadership
- Message creation and verification in minutes
- Multi-language media files output with a single text or audio file ingest
- Recasting legacy audio files in leadership transition with new voice models

# Thank You