



# Welcome to Veriverse

# The Metaverse | We are already here.

The metaverse is a decentralized space with different, nonconnected immersive worlds. Within these worlds, content creators and brands can create digitally immersive experiences.

800B

The metaverse has a predicted market size of \$800 billion by 2024\*



GUCCI HYUNDAI



Coca-Cola



# In The Metaverse Influencers & Content IP Owners Can

Be fully immersed or in an augmented reality

Host/ attend virtual events

Create, buy, and sell **NFTs**

Advertise & market products and services

Conduct business such as recruiting, sales, customer service, medical appointments

Produce content & engage with media

Build a brand, following, community

Have a digital twin – voice, avatar - operating in a world that's a digital twin of "the real" world

**22B**

NFT market alone currently \$22B [\[Source\]](#)

# What Do Participants Need to Consider?

## The Metaverse Ecosystem



### Activation

Sound

Visual

Experiences

Commerce

Asset Protection

Attribution

# What are Audiences Expecting?

A Humanized Digital Experience

Personalization

Interactivity

New Experiences

VIP Events & Shopping Experiences

Sneak Peeks

Exclusive Engagements

# The Key to the Metaverse | Synthetic Media

## Voice

Synthetic voice is computer generated human speech using artificial intelligence. Stock voice is AI-generated from a preapproved library of voices. Custom voice is an exact replica of a specific individuals' voice.

## Avatars

Avatars are artificial intelligence-powered, realistic 3D human digital representations or personas. Avatars are used to enhance human interaction.

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## What is Your Brand's Persona?

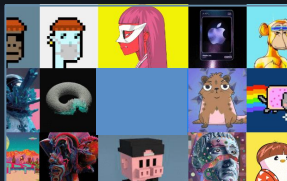
Personas are fundamental to your metaverse strategy.

Synthetic media enables brands to maintain a consistency of identity in both real and digital immersive worlds.

Ensure consistency of sight and sound that can be achieved across websites, apps, social media, IVR, commercials, chatbots with infinite amount of scalability.



# Top 4 Ways Rights Holders Can Monetize in the Metaverse



## NFTs

Identify existing valuable content or produce new digital collectables.



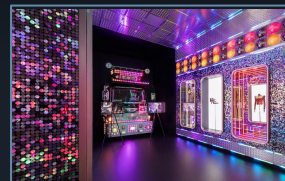
## Virtual Products

Sell virtual products to be used in immersive experiences.



## VIP Events & Shopping Experiences

Sell tickets to exclusive events and hold unique shopping experiences to increase sales across both worlds.



## Licensing

License owned content for audio and video productions in the metaverse.

A metaverse strategy includes a cohesive team, mission, business goals, a roadmap inclusive of both product and marketing efforts, and agreed upon metrics.

# Our Promise for Good

Veritone takes the use and application of AI seriously. While voice clone technology is powerful, it should be used in a way that is clear, compliant, and consenting.

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 & learning of unauthorized voice models
- Controlled access to voice models
- Audible & inaudible fingerprint verification



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



# Introducing Veritone Veriverse

## Enterprise AI for the Metaverse

Create, manage, protect, and monetize your digital assets in traditional channels and digitally immersive worlds

### Veritone Veriverse

#### Synthetic Media

##### Veritone Voice

Create synthetic voices using stock voices or custom voice clones.

##### Veritone Avatar

Create 3D Avatars for use with conversational AI and synthetic voice.

#### Identity & Asset Management

##### Veritone Verify

Manage and protect digital assets, in both real and digitally immersive worlds. Protect against misappropriation and Ensure continuity for all assets under management.

#### NFT

##### Veritone NFT

Mint, buy, and sell authentic NFTs (audio, images, video) in the exclusive Veritone client marketplace. (marketplace coming Fall 2022)

#### Metaverse Services

##### Veritone Metaverse Migration Solutions

Migrate your existing content to the metaverse. Veritone can help you assess, map, and execute your entry into the metaverse.

## Company Use

### Brands & Advertisers

Build and protect digital personas and connect with licensable personalities to extend your message into the metaverse.

### Film & Studio Production

Create content to support digitally immersive experiences, or transform content into NFTs to create a new revenue stream and support engagement.

### Media Companies

Uncover new revenue opportunities by creating, managing, protecting, and monetizing synthetic and digital content with Veritone Voice, Avatar, Verify, and NFT.

### Broadcast Media

Easily locate segments for use in distribution, promotion, or monetization for traditional channels and the metaverse.

### Sports Federations

Create, manage, and protect your licensable content in the Veriverse suite, and transform content into NFTs through an exclusive minting platform.

### Sports Teams

Enhance fan engagement with synthetic media in traditional and metaverse channels, and discover new opportunities to grow your fan base, provide more experiences, and increase sales.

## Individual Use

### Content Creators & Platforms

Enter new channels with your digital likeness, hear your voice in any accent or language, and monetize content in NFTs.

### Celebrities, Athletes, Announcers, & Influencers

Securely create and protect your digital persona, including voice and avatars, for unlimited promotional opportunities.

### Deceased Talent

Use Veritone Voice and Avatar to revive famous personalities from the past in their voice and likeness to create new synthetic or digital content with approval from the rights or estate holder.

# Veriverse | Benefits

- ✓ **Maintain Brand Continuity Across Channels**
- ✓ **Scale Content Production & Reach**
- ✓ **Easily Enter the Metaverse**
- ✓ **Streamline Digital Asset Management**
- ✓ **Discover New Revenue Opportunities**
- ✓ **Protect Your IP**

# Veriverse | Key Capabilities



## CREATE CONTENT

Create synthetic voice, avatars, NFTs, and other digital assets.



## MONETIZE CONTENT

Scale and monetize your voice and avatars, and sell your NFTs on the Veritone marketplace.



## MANAGE CONTENT

Tag, search, and distribute content across real and digital worlds from a single place.



## PROTECT CONTENT

Ensure all owned assets are protected from unauthorized use.



## MINT CONTENT

Create your own custom NFTs from your audio, image, or video sources.



## MIGRATE CONTENT

Leverage existing digital assets in the metaverse and find new revenue opportunities.

# Veriverse | Customers & Partners

## Customers



Silvertrak



Audacy Randy Hahn

## Partners



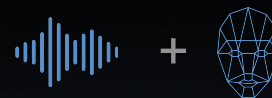
## Memberships



# Why Veritone for the Metaverse?

>300

300 of the world's leading AI models to solve content challenges in real and virtual worlds



The only synthetic media provider to deliver custom voices and avatars backed by express licensing approvals and authentic proof of ownership

3 of the top 5 entertainment companies in the world are Veritone customers



90%

6 of largest media companies that control 90% of what we read, watch, or listen to are Veritone customers



Ethics Is Our Core Tenant. Veritone takes the use and application of AI seriously and upholds the highest standards of protection and security.

**Enterprise AI for the Metaverse**



# Thank you

[veriverse.com](https://veriverse.com)