

## Orchard Clips Announces Licensing Deal with Veritone to Increase Accessibility of International Content

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**London, UK and Denver, Co. USA:** [Orchard Clips](#), a division of UK-based OR Media Group and a preeminent source of Middle Eastern content, today announced a content licensing agreement with [Veritone, Inc.](#) (NASDAQ: VERI), a leader in designing human-centred AI solutions. Orchard Clips will leverage Veritone’s extensive network of buyers to enhance content licensing opportunities in the Americas and generate additional revenue.

“We see tremendous potential in our partnership with Veritone,” said Luke Smedley, Head of Orchard Clips. “Not only does it allow us to highlight the depth and diversity of Middle Eastern content to a much broader audience, but it also presents an extraordinary revenue-generating opportunity through content licensing partnerships with Veritone in North and South America, opening doors for content creators seeking high-quality Middle Eastern content as well as global stock footage and images.”

For the past year, Veritone has supported Orchard Clips’ monetisation and curation efforts through [Veritone’s Digital Media Hub](#), producing a robust content archive with AI-enriched metadata, making content highly searchable. With the addition of the licensing agreement, Veritone customers can now leverage premium, high-quality Middle Eastern content, expanding international content offerings for projects including documentaries, feature films and episodic series.

“We are thrilled to expand our relationship with Orchard Clips, which further solidifies our commitment to delivering premium content to our customers,” said Jay Bailey, Vice President of Content Licensing and Operations at Veritone. “Through our licensing agreement and the power of AI, Veritone can offer compelling moments, which have historically not been easily accessible in the Americas, to creatives to strengthen and tell their stories.”

As the licensing representative for Orchard Clips content in North and South America, Veritone will play a pivotal role in maximizing the reach and impact of the diverse narratives captured by Orchard Clips’ footage. Footage includes stories of war and peace, politics and revolution, poverty and prosperity, as well as traditional, premium-quality stock assets in any context to enrich storytelling projects.

Orchard Clips operates as a clip-licensing business catering to both English- and Arabic-speaking broadcasters and filmmakers. As the go-to source for premium Middle Eastern

content, Orchard Clips boasts a captivating collection that spans the region's history, offering a comprehensive perspective on both its past, present and future.

To visit the Orchard Clips collection, please visit <https://www.orchardclips.com>.

For more information about Veritone's AI-powered licensing solutions, please visit [licensing.veritone.com](https://licensing.veritone.com) and <https://www.veritone.com/applications/digital-media-hub/>.

## About Orchard Clips



Orchard Clips offers an unparalleled selection of both historic and contemporary footage showcasing the rich diversity and cultural heritage of the Middle East and North Africa.

[See showreel here](#)

Orchard Clips draws on its award-winning sister company **OR Media's** 30-year archive of documentary footage and unmatched access to people, places, and events across the Middle East. The Orchard Clips team has scoured thousands of hours of footage for exclusive and elusive clip content. From events throughout the region's history to the everyday lives of its citizens.

Nearly 30,000 clips are already available with hundreds more being added every week for use by documentary producers, news channels, publishers, and brands.

OR Media is also currently documenting Saudi Arabia's societal transformation, Vision 2030, and has been granted unique access to major cultural, historical and archaeological projects, many of which have gone unrecorded and unseen by the outside world. With over 150 hours of documentaries currently in production, Orchard Clips will make this footage, shot to the highest quality by award-winning filmmakers, readily available to worldwide content producers.

In addition to the exclusive content from OR Media, Orchard Clips will be collaborating with high-profile third parties for content acquisitions and partnerships. The company is committed to helping Middle Eastern content owners turn their archives from a "cost sink" into a revenue-generating resource. They also plan to offer new user-generated content (UGC). The team will provide advice and support to help content owners effectively maximise their revenue potential.

To ensure that customers can quickly and easily find and licence the content they need, Orchard Clips has partnered with Veritone, a leader in developing AI tools and services for video clip content 'search and find'. The user-friendly platform will offer content that is both searchable and licensable online in English with an Arabic version coming soon. The range of

purchasing options ensures that clients with different requirements can find a package that meets their needs.

### **About Veritone**

Veritone (NASDAQ: VERI) designs human-centered AI solutions. Serving customers in the talent acquisition, media, entertainment and public sector industries, Veritone's software and services empower individuals at the world's largest and most recognizable brands to run more efficiently, accelerate decision making and increase profitability. Veritone's leading enterprise AI platform, aiWARE™, orchestrates an ever-growing ecosystem of machine learning models, transforming data sources into actionable intelligence. Guided by its commitment to responsible AI use, Veritone blends human expertise with AI technology to advance human potential and help organizations achieve more than ever before.

To learn more, visit [Veritone.com](http://Veritone.com).

### **Safe Harbor Statement**

This news release contains forward-looking statements. Without limiting the generality of the foregoing, words such as "may," "will," "expect," "believe," "anticipate," "intend," "could," "estimate" or "continue" or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Certain of such judgments and risks are discussed in Veritone's SEC filings. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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