

# iHeartMedia to Utilize Veritone's Synthetic Voice Technology



Veritone, Inc., developer of aiWARE, a hyper-expansive business AI

platform, and iHeartMedia, the number one podcast publisher worldwide according to Podtrac, revealed iHeartMedia's prepared usage of Veritone's artificial voice option that permits stars, professional athletes, influencers, broadcasters, podcasters and other skill throughout many markets to safely develop and generate income from confirmed artificial voices that can be changed into various languages, dialects, accents and more.

iHeartMedia will utilize Veritone's AI platform to make more reveals throughout the iHeartPodcast Network offered in several languages, assisting to make more reveals throughout the iHeartPodcast Network offered in numerous languages, assisting to broaden their podcast market. The very first usage case is to equate iHeart's marquee podcasts for Spanish-speaking audiences.

"We have worked with the iHeartMedia group for more than 4 years in numerous elements of their organization, and we are extremely thrilled to work together on broadening their podcast audience and opening brand-new earnings streams for the broadcast market leader," stated Ryan Steelberg, president of Veritone. "iHeartMedia has constantly been a leader of development, and now with the power of Veritone's artificial voice option, iHeartMedia will not just be able to scale to brand-new markets with localized language deals however maintain the brandname worth of their leading skill's voice – which is essential in podcasting. We are likewise partnering to establish artificial voices for marketing and engaging material while lowering time-to-market and production expenses for radio, podcasting and the metaverse."

In addition to a self-serve application for voice tasks leveraging stock voices, Veritone's artificial voice service provides custom-made artificial voice cloning that takes an expert technique and works with

customers to the approvals essential to develop the cloned voice as well as approvals needed to usage the voice properly. Additionally, this brand-new innovation will deal increased earnings streams for the branded artificial voice.

“With the hyper-growth of our podcast network over the past years, we are constantly looking for what is brand-new and next in the medium, too – and Veritone’s artificial voice service is a terrific example of that,” stated Conal Byrne, chief executive officer at iHeartMedia Digital Audio Group. “Being able to quickly deal our podcasts in other languages, in the skill’s special design, will be an amazing and ingenious method to grow market share in the worldwide market.”

Veritone’s artificial voice service permits iHeartMedia the chance to reach brand-new audiences at scale with the existing leading podcast skill. With no extra studio time, voice skill can license Veritone’s artificial voice option to immediately produce more podcasts, ads, and extra audio in several languages with the exactsame energy, cadence and individuality of top skill.

---

Source: [iHeartMedia to Utilize Veritone’s Synthetic Voice Technology](#).