SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13D

Under the Securities Exchange Act of 1934

(Amendment No. 12)

VERITONE, INC.

(Name of Issuer)

Common Stock, par value $0.001 per share

(Title of Class of Securities)

92347M100

(CUSIP Number)

Ryan Steelberg
c/o Veritone, Inc., 5291 California Avenue, Suite 350
Irvine, CA, 92617
(888) 507-1737

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

07/14/2026

(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box. ☐

The information required on the remainder of this cover page shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 (“Act”) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

SCHEDULE 13D

CUSIP Number(s):	92347M100

1	**Name of reporting person** Ryan Steelberg
2	**Check the appropriate box if a member of a Group (See Instructions)** ☐ (a) ☐ (b)
3	**SEC use only**

4	**Source of funds (See Instructions)** OO		
5	**Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)** ☐		
6	**Citizenship or place of organization** UNITED STATES		
Number of Shares Beneficially Owned by Each Reporting Person With:	7	**Sole Voting Power** 6,204,910.00	
	8	**Shared Voting Power** 0.00	
	9	**Sole Dispositive Power** 6,204,910.00	
	10	**Shared Dispositive Power** 0.00	
11	**Aggregate amount beneficially owned by each reporting person** 6,204,910.00		
12	**Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)** ☐		
13	**Percent of class represented by amount in Row (11)** 6.5 %		
14	**Type of Reporting Person (See Instructions)** IN		

SCHEDULE 13D

Item 1. Security and Issuer

(a) Title of Class of Securities:

Common Stock, par value $0.001 per share

(b) Name of Issuer:

VERITONE, INC.

(c) Address of Issuer's Principal Executive Offices:

5291 California Ave., Suite 350, Irvine, CALIFORNIA , 92617.

Item 1 Comment:
This Amendment No. 12 (this "Amendment No. 12" or this "Schedule 13D/A") amends and supplements the statement on Schedule 13D originally filed with the Securities and Exchange Commission (the "SEC") on October 3, 2017, as amended by Amendment No. 1 on March 20, 2018, Amendment No. 2 on May 16, 2018, Amendment No. 3 on April 24, 2020, Amendment No. 4 on June 29, 2020, Amendment No. 5 on September 30, 2020, Amendment No. 6 on January 15, 2021, Amendment No. 7 on March 3, 2021, jointly by (i) Chad Steelberg, an individual and (ii) Ryan Steelberg, an individual, Amendment No. 8 on July 3, 2024 only with respect to Ryan Steelberg, Amendment No. 9 on July 2, 2025 only with respect to Ryan Steelberg, Amendment No. 10 only with respect to Ryan Steelberg and Amendment No. 11 on April 16, 2026 only with respect to Ryan Steelberg (collectively, the "Schedule 13D"). Unless otherwise defined herein, capitalized terms used in this Amendment No. 12 shall have the meanings ascribed to them in the Schedule 13D. Unless amended or supplemented below, the information in the Schedule 13D remains unchanged.

Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer

Item 6 of the Schedule 13D is hereby amended to add the following information:

Award of Restricted Stock Units and Performance Stock Units

On July 14, 2026, the Issuer granted to the Reporting Person an award of restricted stock units ("RSUs") representing the right to receive upon vesting 925,000 shares of Common Stock. One-third of the RSUs vest on each of July 7, 2027, July 7, 2028 and July 7, 2029, subject to the Reporting Person's continuous service with the Issuer on each date.

On July 14, 2026, the Issuer granted to the Reporting Person an award of performance stock units ("PSUs") representing the right to receive upon vesting 925,000 shares of Common Stock. The PSUs vest in three substantially equal installments upon the achievement of milestone stock price goals of $1.8825 per share, $3.7650 per share and $5.6475 per share (each, a "Milestone Price") within specified performance periods, as certified by the compensation committee of the Issuer's board of directors. Achievement of each Milestone Price is measured using the volume-weighted average closing price of the Issuer's Common Stock over the 90-calendar day period ending on the last day of the applicable performance period.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Ryan Steelberg

Signature:	**/s/ Ryan Steelberg**
Name/Title:	**Ryan Steelberg**
Date:	**07/16/2026**