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Section 16. Form 4 or Form 5 obligations may continue. See															OMB Number: 3235-0287 Estimated average burden hours per response: 0.5					
1. Name and Address of Reporting Person [*] MADDEN LARRY					2. Issuer Name and Ticker or Trading Symbol Viant Technology Inc. [DSP]								neck all appli	cable)	• • • •					
(Last) (First) (Middle) C/O VIANT TECHNOLOGY INC.				3. Date of Earliest Transaction (Month/Day/Year) 03/15/2024									below) b			low)	becify			
2722 MICHELSON DRIVE, SUITE 100				4. If Amendment, Date of Original Filed (Month/Day/Year)									6. Individual or Joint/Group Filing (Check Applicable Line)							
Street) IRVINE CA 92612													X Form filed by One Reporting Person Form filed by More than One Reporting Person							
(City) (State) (Zip)							Rule 10b5-1(c) Transaction Indication													
														on or written	plan that is in	tended	to			
	Tab	ole I - Noi	n-Deriva	ative	e Se	curities	s Ac	quired,	Dis	posed o	of, or B	eneficia	lly Owned	l						
Date				Day/Year) Execution Da			Date,	Code (Inst		Disposed Of (D) (Instr. 3,		red (A) or str. 3, 4 and	I Securitie Benefici Owned I	es ally Following	Form: Dire (D) or Indir	ct o ect E	7. Nature of Indirect Beneficial Ownership			
								Code	v	Amount	(A) (D)	or Price	Transac	tion(s)			instr. 4)			
Class A Common Stock 03/15				2024			Α		121,49	0(1)	\$0	577	7,796	D						
	-												/ Owned		<u>.</u>					
1. Title of Derivative Security (Instr. 3) 2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deeme Execution if any	d 4. Date, Tr	4. Transaction Code (Instr		5. Number n of		· • ·		able and	I 7. Title and An of Securities Underlying Derivative Sec		8. Price of Derivative Security (Instr. 5)	derivative Securities Beneficia Owned Following Reported	S Form Ily Direct or Ind (I) (In	t (D) lirect	Beneficial Ownership (Instr. 4)			
			c	ode	v	(A)	(D)	Date Exercisab			Title	or								
\$9.94	03/15/2024			A		60,227		(2)	C)3/15/2034		60,227	\$0	60,22	7	D				
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1. Represents an award of restricted stock units ("RSUs"). The award vests in quarterly installments over three (3) years, subject to the Reporting Person's continued service to the Issuer. Each RSU represents a contingent right to receive one share of the Issuer's Class A common stock.

The shares subject to the option have a three-year, quarterly vesting schedule, subject to the Reporting Person's continued service to the Issuer through the applicable vesting dates.

Remarks:

/s/ Larry Madden

<u>03/19/2024</u> Date

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.