
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13D

Under the Securities Exchange Act of 1934

(Amendment No. 6)*

Viant Technology Inc.

(Name of Issuer)

Class A common stock, par value \$0.001 per share

(Title of Class of Securities)

92557A101

(CUSIP Number)

Larry Madden
2722 Michelson Drive, Suite 100
Irvine, CA, 92612
9498618888

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

01/09/2026

(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 No. 92557A101

Name of reporting person

1

Larry Madden

2

Check the appropriate box if a member of a Group (See Instructions)

(a)

(b)

3 SEC use only
Source of funds (See Instructions)

4 OO
Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

5
Citizenship or place of organization

6 UNITED STATES

Sole Voting Power

7

1,226,769.00

Number of Shares Beneficially

8

0.00

Owned by Each Reporting Person

9

1,226,769.00

With: Shared Dispositive Power

10

0.00

Aggregate amount beneficially owned by each reporting person

11 1,226,769.00

Check if the aggregate amount in Row (11) excludes certain shares (See Instructions)

12
Percent of class represented by amount in Row (11)

13 6.9 %

Type of Reporting Person (See Instructions)

14 IN

SCHEDULE 13D

Item 1. Security and Issuer

Title of Class of Securities:

(a) Class A common stock, par value \$0.001 per share

Name of Issuer:

(b) Viant Technology Inc.

Address of Issuer's Principal Executive Offices:

(c) 2722 Michelson Drive, Suite 100, Irvine, CALIFORNIA , 92612.

Item 1 Comment: This Amendment No. 6 to Schedule 13D (this "Amendment No. 6") amends and supplements the statement on Schedule 13D filed with the United States Securities and Exchange Commission on June 12, 2024 (as amended to date, the "Schedule 13D"), relating to the Class A common stock, par value \$0.001 per share (the "Class A Common Stock"), of Viant Technology Inc., a Delaware corporation (the "Issuer"). Capitalized terms used herein without definition shall have the meaning set forth in the Schedule 13D. This Amendment No. 6 is being filed to correct the beneficial ownership of Class A Common Stock underlying stock options that was reported in Amendment No. 5. As such, this Amendment No. 6 amends and restates Amendment No. 5 in its entirety.

Item 3. Source and Amount of Funds or Other Consideration

On January 9, 2026, the Reporting Person acquired an aggregate of 23,489 shares of Class A Common Stock underlying stock options and 65,408 shares of Class A Common Stock underlying RSUs, each of which vest within

60 days of January 9, 2026. The stock options and RSUs were awarded to the Reporting Person by the Issuer in consideration for services rendered to the Issuer.

Item 5. Interest in Securities of the Issuer

The Reporting Person may be deemed to beneficially own 1,226,769 shares of Class A Common Stock, which consists of (i) 194,940 shares of Class A Common Stock held of record by the Reporting Person, (ii) 492,065 shares of Class A Common Stock underlying stock options that are exercisable or will become exercisable within 60 days of the date hereof, (iii) 65,408 shares of Class A Common Stock underlying RSUs that will vest within 60 days of the date hereof, and (iv) 474,356 shares of Class A Common Stock underlying Class B Units that are currently convertible on a one-to-one basis. Based upon 16,678,890 shares of Class A Common Stock outstanding as of November 7, 2025, as disclosed in the Issuer's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on November 10, 2025, the Reporting Person may be deemed to beneficially own 6.9% of the Class A Common Stock. The ownership information assumes (i) the redemption of the Class B Units indirectly held by the Reporting Person for shares of the Issuer's Class A Common Stock on a one-to-one basis, (ii) the exercise of stock options held of record by the Reporting Person that are currently exercisable or will become exercisable within 60 days of the date hereof and (iii) the vesting of RSUs held by the Reporting Person, if any, within 60 days of the date hereof.

- (a) Sole power to vote or direct the vote: 1,226,769 Shared power to vote: 0 Sole power to dispose or direct the disposition of: 1,226,769 Shared power to dispose or direct the disposition of: 0
- (b) Since the filing of Amendment No. 4, the Reporting Person did not effect any transactions in the Class A Common Stock.
- (c) None.
- (d) Not applicable.
- (e)

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.

Larry Madden

Signature: Larry Madden

Name/Title: Larry Madden / Chief Financial Officer

Date: 01/14/2026