

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>MADDEN LARRY</u> (Last) (First) (Middle) C/O VIANT TECHNOLOGY INC. 2722 MICHELSON DRIVE, SUITE 100 (Street) IRVINE CA 92612 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Viant Technology Inc. [DSP]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chief Financial Officer
	3. Date of Earliest Transaction (Month/Day/Year) 02/09/2021	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	02/09/2021		A		255,000 ⁽¹⁾	A	\$0.00	255,000	D	
Class A Common Stock	02/09/2021		A		255,000 ⁽²⁾	A	\$0.00	510,000	D	
Class A Common Stock	02/10/2021		M		15,000 ⁽³⁾	A	\$0.00	525,000	I	By Viant Technology Equity Plan LLC
Class A Common Stock	02/10/2021		S		15,000 ⁽⁴⁾	D	\$25	510,000	I	By Viant Technology Equity Plan LLC
Class B Common Stock								474,356 ⁽³⁾	I	By Viant Technology Equity Plan LLC

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V		(A)	(D)						Date Exercisable
Class B Units	\$0.00	02/10/2021		M		15,000 ⁽³⁾	(5)	(5)	Class A Common Stock	15,000	\$0.00	474,356	I	By Viant Technology Equity Plan LLC

Explanation of Responses:

- Represents the number of shares of Class A Common Stock issued to the Reporting Person pursuant to an award of restricted stock units. The award vests approximately 37.5% on August 8, 2021, and in approximately equal quarterly installments thereafter, subject to the Reporting Person's continued service to the Issuer.
- Represents the number of shares of Class A Common Stock issued to the Reporting Person pursuant to an award of restricted stock units. The award vests approximately 18.75% on August 8, 2021, and in approximately equal quarterly installments thereafter, subject to the Reporting Person's continued service to the Issuer.
- Reflects the exchange of Class B Units into shares of Class A Common Stock of the Issuer. Upon the exchange, the corresponding shares of Class B Common Stock were automatically cancelled.
- In connection with the Issuer's initial public offering, 15,000 shares of Class A Common Stock beneficially owned by the Reporting Person were sold to the underwriters.
- The Class B Units of Viant Technology LLC are exchangeable, at the holder's option, on a one-for-one basis into shares of Class A Common Stock of the Issuer. Upon exchange of a Class B Unit, the corresponding share of Class B Common Stock will be automatically cancelled.

Remarks:

/s/ Larry Madden 02/11/2021
 ** Signature of Reporting Person Date

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.

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