

**Viant Technology Inc.**  
**2722 Michelson Drive, Suite 100**  
**Irvine, CA 92612**

**April 19, 2024**

**VIA EDGAR**

United States Securities and Exchange Commission  
Division of Corporation Finance  
100 F Street, N.E.  
Washington, D.C. 20549-6010  
Attention: Lauren Pierce

Re: **Viant Technology Inc.**  
Registration Statement on Form S-3  
File No. 333-278177

To the addressee set forth above:

In accordance with Rule 461 of Regulation C of the General Rules and Regulations under the Securities Act of 1933, as amended, we hereby request acceleration of the effective date of the above-referenced Registration Statement on Form S-3 (File No. 333-278177) (as amended, the "Registration Statement") of Viant Technology Inc. (the "Company"). We respectfully request that the Registration Statement become effective as of 4:00 p.m. Eastern Time on April 23, 2024, or as soon as practicable thereafter. Once the Registration Statement has been declared effective, please orally confirm that event with our counsel, Latham & Watkins LLP, by calling Drew Capurro at (714) 755-8008.

Thank you for your assistance in this matter.

Sincerely,

**VIANT TECHNOLOGY INC.**

By: /s/ Ritesh Patel  
Ritesh Patel  
Chief Legal Officer and Secretary

cc: Tim Vanderhook, Viant Technology Inc.  
Larry Madden, Viant Technology Inc.  
Drew Capurro, Latham & Watkins LLP