

For immediate release

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## **CLOUD MEDIA CENTER (CMC) ENTERS SPORTS-VIDEO DISTRIBUTION SPACE WITH NEXT-GEN PLATFORM THAT CONNECTS CONTENT PRODUCERS, PUBLISHERS, ADVERTISERS**

*CMC's AI/ML analytics-driven Digital Media Platform — with robust, secure AWS cloud-services backend — is positioned as the go-to media network in the marketplace*

PONTE VEDRA, FL, August 16, 2021 — Cloud Media Center (CMC) has arrived as the new gold standard in sports-video distribution armed with a cadre of formidable sports-aligned financial backers, a highly sophisticated tech platform built by former Intel developers and an industry-leading rev-share model that further sweetens the company's robust value proposition.

"We are well-positioned to succeed in an increasingly crowded digital space," said CMC Chairman Robert Portrie. "We have the funding, the experience and vision, a best-in-class technology platform and a unique, rev-share business model that will allow us to compete with anybody."

CMC attributes its strong financial position to a diverse mix of investors including the local firm, Monterey Private Capital located in Ponte Vedra Beach, and Chicago-based Matrix Capital Advisors, an independent wealth management firm.

CMC sells advertising inventory — including display, pre-roll and mid-roll insertions, sponsorships and custom brand-integration — tied to both long-form and short-form sports video through a cloud-based, analytically driven distribution platform that seamlessly connects advertisers with content producers and publishers. CMC's end-to-end platform enables collaboration, at an unprecedented level, among the big three traditionally siloed groups within the digital publishing marketplace.

It is that collaboration coupled with best-in-class, real-time analytics that allow advertisers and publishers alike to optimize their campaigns — and do it with speed and granular accuracy. CMC has developed a customized dashboard for each constituency — content producers, advertisers and publishers — equipped with advanced, real-time analytics for highly efficient and effective campaign management.

"We built the complete package, an end-to-end platform with powerful next generation technology capabilities," said CMC Chief Technology Officer Ravi Bandaru. "CMC's one-of-a-kind AI/ML analytics-driven Digital Media Platform with a robust and secure AWS cloud-services backend, will be the 'go-to' media network for all content producers, publishers and advertisers in meeting all of their business needs."

Another of CMC's big key differentiators is a rich library of *all-original*, super high-quality sports-video content. The start-up company has unique partnerships with an elite group of content producers, including CampusLore, that boasts group-rights access to the name, image and likeness of the most celebrated athletes in America, and beyond. Broad access to athletes offers a unique and dynamic opportunity for customized, brand-integrated content for CMC's advertisers.

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*Cloud Media Center (CMC), based in Ponte Vedra, FL, sells digital advertising inventory through a cloud-based, analytically driven distribution platform that seamlessly connects advertisers with content providers and publishers. The result maximizes collaboration — unleashing next-level ad campaign synergies. CMC's next-gen platform and best-in-class dashboards — built by former Intel developers — provide AI-based microtargeting on the frontend, and real-time, easy-to-understand analytics on the backend. Content producers, advertisers and publishers will have all the tools and data needed to optimize campaigns — and do it with speed and granular accuracy. Visit the CMC website [here](#).*