

For immediate release

*Peter Wendel, Media Contact
202-380-5120
peter@cloudmc.us*

CLOUD MEDIA CENTER (CMC) LAUNCHES ROBUST SOCIAL MEDIA CAMPAIGN SHOWCASING CUSTOM SPORTS VIDEO CONTENT OFFERINGS TO PUBLISHERS, ADVERTISERS

CMC, a Florida-Based Sports Video Distribution Startup, Gets Impressive Initial Traction on Full Suite of Social Media Channels

PONTE VEDRA, FL, January 20, 2022 — Video distribution startup [Cloud Media Center](#) (CMC) has launched a wildly successful social media campaign, boasting hundreds of thousands of impressions tied to its customized short-form sports video content — and more than a hundred thousand completed video views since rollout.

“We’re very encouraged by the quick traction we’re getting,” said CMC President Jay Handline. “It seems our brand of high-quality sports video is grabbing attention. We are very fortunate to have some of the best content production partners in the business so hats off to them.”

Handline is speaking of CMC’s top-notch team of content partners that includes Video Elephant, one of the largest global aggregators of curated brand-safe videos, and CampusLore, an organization that produces star-studded custom content using its league rights with the NFL, NBA and MLB players associations as well as with the U.S. Women’s National Soccer Team (USNWT). In addition, CMC, through its content partners, has deep connections inside the NCAA ecosystem.

CMC has posted more than 160 short-form video clips across its social channels: Twitter, Facebook, LinkedIn and Instagram.

Based on statistics, CMC’s strategy of fueling its social media campaign with short-form video clips is a smart one. According to HubSpot: “Short-form video has the highest ROI of any social media marketing strategy as 30 percent of social media marketers plan to invest in it more than any other trend in 2022.”

CMC’s early social media success can be attributed, at least in part, to an increasing appetite for video consumption. According to InVideo: “It’s no secret that videos have become the most popular choice for content consumption today. In 2020, 96 percent of consumers increased their online video consumption, and 9 out of 10 viewers said that they wanted to see more videos from brands and businesses. In fact, as of 2022, an average person is predicted to spend 100 minutes per day watching online videos.”

“Our hope is that our social media success — driven by our hard-hitting, high-quality short-form video — will translate into success for our video distribution business model,” said CMC Chairman Bob Portrie. “The fact that people are consuming and enjoying our videos on social media means we have content that sports publishers will value. It bodes well for us.”

To grow its footprint and increase reach and value for advertisers, CMC continues to aggressively build a nationwide sports publisher network. The company’s “publisher recruitment” operation is in full swing, and it seems to be working.

“We’re recruiting new publishers on a daily basis,” said Handline. “We offer the highest quality content out there and we can curate it in any way a publisher chooses — from local to national. We also offer an extremely competitive rev-share structure for publishers to fully monetize their digital properties, and the fastest payment option in the marketplace.”

As CMC’s successful social media campaign shows, short-form sports video *sells* — particularly when it can be customized and curated to target local audiences or broadened to cover national and international audiences.

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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](#).