

For immediate release

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

CLOUD MEDIA CENTER (CMC) ADDS INTERNATIONAL CONTENT HUB, VIDEO ELEPHANT, TO ITS ELITE ROSTER OF CONTENT PROVIDERS

CMC Rounds Out Its Sports Video Offering to Publishers with VideoElephant Syndicated Content that Covers All Major Sports from Football to Soccer to MMA

PONTE VEDRA, FL, February 8, 2022 — Video distribution startup [Cloud Media Center](#) (CMC) has added international content hub extraordinaire, VideoElephant, to its growing roster of content providers, adding a layer of high-quality syndicated sports video to its expansive library of custom content.

“Signing up VideoElephant gives us complete, across-the-board sports coverage,” said CMC President Jay Handline. “Our content just got stickier. VideoElephant not only deepens our coverage of major American sports leagues, like the NFL and NBA, but also provides us with content covering additional sports categories like international soccer, MMA, golf and tennis that we didn’t previously have.”

Founded in Dublin, with offices in New York, Chicago, LA, Berlin and Madrid, VideoElephant aggregates video content — across more than 30 categories including sports — from more than 250 top publishers and content providers, including Sports Illustrated, Sports Grid, Heat Check, Reuters and Fox. VideoElephant boasts a library of over 3 million videos with 2,500 new videos added daily.

“VideoElephant’s content allows us to cast an even wider net when it comes to providing sports publishers with a full suite of high-quality content to engage their audiences,” said CMC Chairman Bob Portrie. “We can now offer publishers video playlists curated for *any* sports audience.”

“We are delighted to be partnering with CMC to provide premium sports content to its publisher clients,” said VideoElephant’s VP of Business Development K.C. McLeod. “Sourcing, licensing, curating, programming and distributing high-quality content is at the heart of what we do and we’re looking forward to delivering the incredible sports content that drives revenue and expands inventory for CMC’s clients.”

CMC’s “publisher recruitment” campaign is in full swing, and it’s achieving enviable success with publishers of all shapes and sizes, including larger, multi-sport sites like [Yardbarker.com](#) and local, single-sport properties like [RockyTopInsider.com](#).

VideoElephant joins CampusLore and others, as the latest addition to CMC’s ballooning team of content providers. CampusLore 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).

CMC offers its growing nationwide network of sports publishers both hard-hitting, high-quality content and a best-in-class proprietary media player with ad demand. CMC offers site monetization for sports publishers, large and small, as well as one of the fastest rev-share payment programs in the space.

###

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](#).

VideoElephant sources, licences, curates, programmes, distributes and monetizes the premium, brand-safe video content people want to watch. Powered by the world's largest video library with over 3 million videos across 30 categories and 17 languages, VideoElephant can deliver a range of bespoke content solutions across video, feeds and channels. Visit the VideoElephant website [here](#).