

For immediate release

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CLOUD MEDIA CENTER (CMC) ONBOARDS ICONIC UNIVERSITY OF TENNESSEE SPORTS PUBLISHER, ROCKY TOP INSIDER (RTI), ADDING ANOTHER ELITE SITE TO ITS NETWORK

*CMC Continues to Build Its Video Distribution Footprint Partnering with a Mix of Local,
Regional, National and International Publishers*

PONTE VEDRA, FL, March 10, 2022 — [Cloud Media Center](#) (CMC), a well-positioned startup, is delighted to welcome to its growing network of select publishers, [RockyTopInsider.com](#), an institution of Tennessee Vols' sports coverage.

“We are beyond excited to team up with such a well-respected, must-read publisher like Rocky Top Insider,” said CMC President Jay Handline. “RTI has a very active, rabidly devoted fanbase, and CMC, as a seller of video ad inventory, greatly values that loyalty and stickiness.”

The partnership is a winner for both companies. RTI provides CMC with a diverse media group partner that enjoys a significant social media footprint and a valuable, fiercely loyal local audience. CMC, with its premium sports video and robust ad demand through its proprietary media player, will maximize the monetization of the RTI site — known for its vast array of flat content detailing Tennessee Athletics; its popular podcast “The RTI Press Pass”; and its expansive library of videos that capture everything from practice highlights to post-game reactions to news-breaking press conferences.

Just for the record, “Rocky Top” became the UT’s football team’s unofficial fight song in the early 1970s not long after the Osborne Brothers debuted the bluegrass track in 1967.

Although CMC doesn’t produce content, it has a stable of industry-leading content partners that do. CMC partner CampusLore produces star-studded custom content – featuring both pro and collegiate athletes – using its league rights with the NFL, NBA and MLB players’ associations as well as its deep ties to the NCAA at large.

“We can deliver custom video, featuring any school, conference, league or association,” said CMC Chairman Bob Portrie. “This kind of surgical customization is extremely appealing to university-specific, team-specific, conference-specific publishers that are looking for highly relevant content to more fully monetize their digital properties.”

Another selling point for publishers is that CMC offers what is known as the “Accelerated Payment Option,” which is being hailed as the fastest rev-share payment program in the marketplace.

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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](#).