

For immediate release

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CLOUD MEDIA CENTER (CMC) SELECTS UNRULY SSP FOR CTV & VIDEO MONETIZATION

CMC Continues to Assemble an Impressive Array of Video Advertising Platforms to Fully Monetize Its Growing Network of Sports Publisher Sites

PONTE VEDRA, FL, ~~March XX~~[April 7](#), 2022 — [Cloud Media Center](#) (CMC), a new well-positioned player in the sports video distribution space, has added Unruly, a leading global video and Connected TV (CTV) advertising platform, to its A-list team of video advertising SSPs.

Unruly is known and respected in the programmatic advertising industry for delivering premium video and CTV campaigns from an expansive field of leading agencies and brands through both direct buys and private marketplaces. As part of Tremor International's end-to-end tech stack, Unruly offers unique demand from Tremor International's DSP, Tremor Video, as well as providing access to unique audience data and dynamic creative solutions. Combined, the platform delivers superior monetization opportunities for broadcasters and publishers and helps drive brand performance for advertisers.

"Unruly will take us to the next level in optimizing our inventory and maximizing our revenue and the revenue of our network of publisher sites," said CMC President Jay Handline. "We look forward to the support and solutions Unruly can provide relative to programmatic and well as direct ad sales."

"Unruly has deep knowledge and expertise in revenue-generation across a range of devices and platforms, like CTV and mobile," said CMC Chairman Bob Portrie. "Our goal as a company is to reach consumers wherever they are, and Unruly will help CMC monetize our inventory wherever it runs."

Unruly has the global reach and relationships CMC was looking for in an SSP. Unruly has teams and partnerships with premium brands and media companies across the ~~U-~~[United States](#), Europe and APAC.

"CMC's impressive library of original, high-quality sports content and unique partnerships with elite sports-content producers is innovating the way fans can access great sports content on CTV and OTT," said [Unruly's VP of Business Development](#) John ~~Rogers-Rogers, VP, Business Development, Unruly~~. "Unruly is excited to partner with CMC to provide a premium environment for advertisers to connect with sports fans and look forward to the evolution of our partnership."

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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](#).