

For immediate release

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

CLOUD MEDIA CENTER (CMC) PARTNERS WITH YARDBARKER, WELCOMING A POWERHOUSE PLAYER TO ITS EXPANDING NETWORK OF ELITE DIGITAL SPORTS PUBLISHERS

CMC Continues to Aggressively Build Its Video Distribution Footprint, Onboarding a Diverse Mix of Local, Regional, National and International Sports Publishers

PONTE VEDRA, FL, April 14, 2022 — [Cloud Media Center](#) (CMC), a high-flying startup in the sports video distribution space, has dramatically expanded its reach by onboarding [Yardbarker.com](#), a high-traffic, highly respected publisher covering a full suite of sports — from football to tennis from basketball to boxing.

“We’re super excited to team up with a heavyweight like Yardbarker, one of the most recognizable brands in digital sports publishing,” said CMC President Jay Handline. “With its comprehensive, year-round international sports coverage, Yardbarker, is a go-to source for millions and millions of sports fans around the world, and as a seller of video ad inventory, CMC fully understands the value of that loyalty and scale.”

Yardbarker, founded in 2006, is self-described as “your go to site for all things sports,” and the site lives up to that lofty claim. In addition to covering all the major American pro leagues, including the NFL, MLB, NBA and NHL, Yardbarker offers news on the international soccer scene, including the Premier League, and a raft of other sports and leagues, like NCAA football and basketball, as well as golf, skiing, swimming, MMA, auto racing and more. Yardbarker recently caught the eye of Playmaker Capital Inc. which acquired the site in July 2021 from YB Media, LLC.

By all accounts, both companies will benefit significantly from the newly minted partnership. Yardbarker provides CMC with an established, diversified media group partner that boasts an impressive social media footprint and a devoted, highly engaged international sports audience. CMC offers Yardbarker site monetization through CMC’s proprietary media player and custom studio-quality video content that’s highly relevant and sticky. CMC videos are customized to engage specific Yardbarker audiences.

“We can deliver custom video featuring any sport, team, conference, league or association,” said CMC Chairman Bob Portrie. “That kind of surgical customization engages site visitors with content they’re most interested in, which in turn, keeps them on site longer and drives up the CPM and the monthly ad revenue that’s generated.”

###

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](#).