

For immediate release

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CLOUD MEDIA CENTER (CMC) SIGNS ADITUDE TO ITS EXPANSIVE ROSTER OF SUPPLY-SIDE PLATFORMS (SSPs)

*CMC's Aggressive Campaign to Sign Up Video Advertising Platforms Continues as
the Startup Maximizes the Ad Revenue of the Sports Sites in Its Network*

PONTE VEDRA, FL, April 21, 2022 — [Cloud Media Center](#) (CMC), a new player in the sports video production and distribution space, welcomes Aditude to its elite team of video advertising platforms — an addition that brings 25-plus years of experience in digital media and boasts billions of daily ad impressions across a portfolio more than 1,400 websites.

“We see tremendous value in our new partnership with Aditude,” said CMC President Jay Handline. “We are looking to team up with SSP partners exactly like Aditude that are focused on growing and diversifying their digital portfolios and have the reach that will enable us to maximize the advertising revenue of every sports site in our network.”

SSPs, like Aditude, sell digital advertising inventory and provide programmatic ad fill, and as such, they are critical to Cloud Media Center’s business model, which is fueled by the monetization of its original, studio-quality *CMC Sports* video — featuring college and pro sports, teams and players.

The other half of the equation, the demand side, comes from the swelling number of premium sports sites that have joined CMC’s digital network. The startup continues to bring new publishers onboard every week — including sites covering the LA Rams to the Ohio State Buckeyes to the Minnesota Twins to the Arsenal Gunners.

Here’s how it works. CMC partners with online sports publishers in the United States and around the world to publish CMC’s custom, super-sticky video content via the company’s platform and proprietary HTML 5 media player. To generate ad dollars for the sports sites in its network, CMC partners with SSPs, like Aditude, to sell the video ad inventory.

Cloud Media Center splits the monthly ad revenue with its online sports publishers through a simple rev-share agreement. The SSPs drive the revenue.

“Aditude has relationships with a diverse group of brands as well as the international reach CMC looks for in an SSP partner,” said CMC Chairman Bob Portrie. “We are relentless in our drive to maximize the monetization of our publisher sites, and Aditude will not doubt help us accomplish that goal.”

Aditude joins Xandr and Unruly, among others, on CMC’s A-list roster of SSPs.

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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](#).