

For immediate release

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CLOUD MEDIA CENTER (CMC) PARTNERS WITH NDNATION, WELCOMING ANOTHER POWERHOUSE PLAYER TO OUR 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 30, 2022 — [Cloud Media Center](#) (CMC), a Media Center favorite in the sports video distribution space, has dramatically expanded its reach by onboarding <https://ndnation.com>, a high-traffic, highly respected college fan site covering Notre Dame and its sports teams.

“We could not be more excited than to add NDNation to our roster giving their position as one of the most recognizable brands in collegiate digital sports publishing,” said CMC President Jay Handline. “With its comprehensive, year-round collegiate sports coverage, NDNation, is a go-to source for millions of Notre Dame sports fans around the world, and as a seller of video ad inventory, CMC fully understands the value of that loyalty and scale.”

NDNation.com is the preeminent Notre Dame fan site on the Internet, combining team coverage with a robust electronic community. NDNation is the largest independent Notre Dame fan site, with over 12,000 registered posters participating on a dozen message boards in ways that go well beyond sports. The site has contributed to numerous charitable efforts, has helped its users make meaningful professional and personal connections, and is responsible for at least two weddings.

Cloud Media Center and NDNation both benefit significantly from this exciting new partnership. NDNation provides CMC with an established Power Five collegiate partner that boasts an impressive social media footprint and a devoted, highly engaged national sports audience. CMC offers NDNation site monetization through CMC’s proprietary media player and custom studio-quality video CMC Sports content designed specifically for the Notre Dame fanbase.

“We can deliver CMC Sports custom video featuring any sport, team, conference, league or association,” said CMC Chairman Bob Portrie. “We are excited about this latest addition to our CMC Sports network as this popular alumni site for Notre Dame brings the latest and most relevant football, basketball, baseball and recruiting news.”

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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 next generation premier 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](#).