

For immediate release

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## **CLOUD MEDIA CENTER (CMC) SIGNS ANIVIEW TO ITS 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 25, 2022 — [Cloud Media Center](#) (CMC), a new player in the sports video production and distribution space, welcomes Aniview to its roster of video advertising platforms — an addition that brings over 15 billion impressions per month.

“Our new partnership will allow us to take advantage of all of Aniveiw’s unique features and we see tremendous value in that,” says CMC President Jay Handline. The company looks to seek out SSP partners just like Aniview in hopes of growing and diversifying its digital portfolios.

SSPs, like Aniview, sell digital advertising inventory and provide programmatic ad fill, which is a critical component to Cloud Media Center’s winning formula, fueled by the monetization of its original, studio-quality *CMC Sports* video — featuring college and pro sports, teams, and players.

The demand side of CMC’s business model comes from the ever-growing number of premium sports sites that have joined CMC’s digital network. The startup continues to bring new publishers on board every week — from Nebraska Huskers fan sites to the Premiere League!

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 Aniview, 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.

“Aniview has effective and powerful advertising amongst a diverse group of brands as well as the international reach CMC looks for in a partner,” said CMC Chairman Bob Portrie. “We are persistent and dedicated to maximizing the monetization of our publisher sites, and Aniview will undoubtedly help us accomplish that goal.”

Aniview 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](#).*