

For immediate release

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CLOUD MEDIA CENTER (CMC) PARTNERS WITH PUBMATIC, WELCOMING ANOTHER MEMBER TO OUR ROSTER OF ELITE ROSTER OF SUPPLY-SIDE PLATFORMS (SSPs)

*CMC Continues to Aggressively Campaign to Build Its Video Advertising Platforms,
Maximizing Ad Revenue of the Sports Sites in Its Network*

PONTE VEDRA, FL, May 6, 2022 — [Cloud Media Center](#) (CMC) welcomes PubMatic to its roster of video advertising platforms — an addition that brings over 1.5 trillion advertiser bids per day creating a global infrastructure to make the most of the customer’s value.

“Our recent partnership will allow us to capitalize on all of PubMatic’s unique features and we could not be more excited,” says CMC President Jay Handline. The company is scouting SSP partners just like PubMatic in hopes of growing and diversifying its digital portfolios.

SSPs, like PubMatic, sell digital advertising inventory and provides 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 of CMC’s business model emanates from the ever-growing number of premium sports sites that have joined CMC’s digital network. The startup is continuously bringing new publishers on board every week — from Nebraska Huskers fan sites to the Boston Bruins!

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 PubMatic, 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.

“PubMatic has unique and customer-driven advertising amongst a diverse group of brands as well as the international reach CMC probes for in a partner,” says CMC Chairman Bob Portrie. “We are dedicated to maximizing the monetization of our publisher sites, and PubMatic will be one of our key players.”

PubMatic joins Aniview 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](#).

