

For immediate release

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## **CLOUD MEDIA CENTER (CMC) PARTNERS WITH PRIME TIME SPORTS TALK, 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, May 9, 2022 — [Cloud Media Center](#) (CMC), a Media Center in the sports video distribution market, has significantly increased its reach by bringing on its latest publisher, [PrimeTimeSportsTalk.com](#), a national sports outlet covering all sports.

“Due to Prime Time's status as one of the most elite names in digital sports publishing and betting, we could not be more thrilled to add them to our roster,” said CMC President Jay Handline. “With its comprehensive, year-round collegiate and professional sports coverage, Prime Time Sports Talk, is a go-to source for millions of sports fans around the world, and CMC clearly understands the significance of that loyalty and scale in its capacity as a seller of video ad inventory.”

The leading sports fan website on the Internet, [PrimeTimeSportsTalk.com](#) combines team coverage with an active virtual audience. With headquarters in Sarasota, Florida, Prime Time Sports Talk is no stranger to a wide audience as it has several thousand followers on Twitter and Instagram combined, in addition to multiple podcasts on Spotify and Apple Podcasts.

Both Cloud Media Center and Prime Time Sports Talk gain a lot from this intriguing new collaboration. Prime Time Sports Talk offers CMC a reputable and outstanding online presence as well as a passionate, highly engaged national and international sports audience. CMC provides Prime Time Sports Talk site revenue through CMC's exclusive media player and unique studio-quality video CMC Sports material created just for the Prime Time Sports 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 Prime Time brings the latest and most relevant sports 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 back end. 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](#).*