

For immediate release

Amelia Bailey, Media Contact
904-392-0361
amelia@cloudmc.us

CLOUD MEDIA CENTER (CMC) PARTNERS WITH XANDER, 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 13, 2022 — [Cloud Media Center](#) (CMC) welcomes Xander to its roster of video advertising platforms — an addition that allows customers to unlock the full potential of campaigns while reaching their target audiences.

CMC President Jay Handline said, "Our recent collaboration will enable us to capitalize on all of Xander's distinctive features and we could not be more thrilled." Similar to Xander, the company is looking for SSP partners in an effort to expand and diversify its digital portfolios.

One of the key ingredients of Cloud Media Center's winning approach is the monetization of its unique, studio-quality CMC Sports programming, which features college and professional sports, teams, and players. SSPs, like Xander, sell digital advertising inventory and deliver programmatic ad fill.

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 Notre Dame fan sites to the Kansas City Chiefs!

It functions as follows. Via the company's platform and exclusive HTML 5 media player, CMC collaborates with online sports publishers in the United States and other countries to produce its original sticky video content. CMC collaborates with SSPs like Xander to sell the video ad inventory in order to raise advertising revenue for the sports websites in its network. Cloud Media Center splits the monthly ad revenue with its online sports publishers through a simple rev-share agreement. The SSPs drive the revenue.

According to CMC Chairman Bob Portrie, "Xander has distinctive and customer-driven advertising across a varied set of companies in addition to the global reach CMC seeks for in a partner. Xander will be one of our important stakeholders as we work to maximize the revenue of our publisher sites." Xander joins Aniview and Unruly, among others, on CMC's A-list roster of SSPs.

###

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](#).

