

For immediate release

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CLOUD MEDIA CENTER (CMC) JOINS FORCES WITH FREEWHEEL, ADDING ANOTHER SUPPLY-SIDE PLATFORM (SSPs) TO OUR ELITE ROSTER.

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

PONTE VEDRA, FL, February 20, 2023 — [Cloud Media Center](#) (CMC) welcomes Freewheel to its roster of video advertising platforms — an addition that allows customers to unlock the full potential of campaigns while reaching their target audiences.

"Our recent collaboration allows us to utilize all that Freewheel has to offer, and we couldn't be more excited to welcome them to our team," CMC President Jay Handline said. CMC is constantly on the lookout for SSP partners to assist in expanding and diversifying its digital portfolios.

The monetization of Cloud Media Center's unique, studio-quality CMC Sports programming, which features college and professional sports, teams, and players, is a key component of the company's winning strategy. Freewheel and other SSPs sell digital advertising inventory and provide programmatic ad fill.

The demand for 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!

CMC collaborates with online sports publishers in the United States and other countries to create original video content using the company's platform and exclusive HTML 5 media player. CMC works with SSPs such as Freewheel to sell video ad inventory and increase advertising revenue for the sports websites in its network. Through a simple rev-share agreement, Cloud Media Center divides monthly ad revenue with its online sports publishers. Revenue is driven by SSPs.

According to CMC Chairman Bob Portrie, "Freewheel has distinctive and customer-driven advertising across a varied set of companies in addition to the global reach CMC seeks for in a partner. Freewheel will be one of our important stakeholders as we work to maximize the revenue of our publisher sites."

Freewheel joins Aniview and Unruly, among others, on CMC's A-list roster of SSPs.

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Based in Ponte Vedra, FL, Cloud Media Center (CMC) 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 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](#).

