

For immediate release

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## **CLOUD MEDIA CENTER (CMC) TEAMS UP WITH CHIEF'S FOCUS, WELCOMING ANOTHER STAR 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, April 21, 2023 — [Cloud Media Center](#) (CMC), a leader in the sports video distribution space, recently gained another “player” to its roster by announcing the addition of Chief's Focus [Chiefs Focus – Kansas City Chiefs Insider Info and More](#)), a popular fan site supporting the Kansas City Chiefs.

"Recognizing the reputation of Chief's Focus as a well-known website in the NFL community, we could not be more thrilled to welcome them to our roster," CMC President Jay Handline said. Chiefs Focus is trusted by Chiefs fans all over the world for its extensive, year-round coverage of the team, and as a marketer of video ad inventory, CMC understands the importance of such size and loyalty.

Chiefs' Focus aims to deliver the most up-to-date and accurate news on the Kansas City Chiefs organization by providing the most updated and fresh content along with the latest news. Chiefs Focus also has two podcasts to offer as well as stats, rumors, wallpapers, and more.

Both Cloud Media Center and Chiefs Focus gain a lot from this interesting new collaboration. Chiefs Focus offers CMC a reputable NFL partner with a sizable, intensely interested national sports audience. Through its own media player and specially produced, high-definition video material for Chiefs fans, CMC Sports, it gives Chiefs Focus site revenue.

“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 this popular site for the Chiefs brings the latest and most relevant 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](#).*

