

For immediate release

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

CLOUD MEDIA CENTER (CMC) JOINS THE TEAM WITH RESET DIGITAL, 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, April 7, 2023 — [Cloud Media Center](#) (CMC) welcomes Reset Digital to its roster of video advertising platforms—a leading SSP with offerings from marketplaces and marketing technology platforms enable marketers to establish more meaningful connections than ever before with niche audiences, including the largest market of diversely owned and run publishers.

Jay Handline, president of CMC, explained that "our recent collaboration allows us to make the most of everything that Reset Digital has to offer, and we couldn't be more excited to welcome them to our team." To expand and diversify its digital portfolios, CMC is constantly looking for new SSP partners.

The successful business plan of Cloud Media Center depends heavily on the monetization of its distinctive, studio-quality CMC Sports content, which covers amateur and professional sports, teams, and athletes. Reset Digital and other SSPs offer programmatic ad fill and sell digital advertising inventory.

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 Reset Digital to sell video ad inventory and increase advertising revenue for the sports websites in its network. Cloud Media Center divides monthly ad revenue with its online sports publishers through a simple rev-share agreement. Revenue is driven by SSPs.

"Reset Digital has a more sustainable way to develop more sophisticated, more effective imaginative advertisements and increase the impact of media and return on ad spend," says CMC Chairman Bob Portrie. As we aim to enhance the profitability of our publisher sites, Reset Digital will be an important stakeholder."

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

###

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](#).

