

For immediate release

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CLOUD MEDIA CENTER (CMC) TEAMS UP WITH SMAR+, 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, May 5, 2023 — [Cloud Media Center](#) (CMC) welcomes Smar+ to its roster of video advertising platforms — a leading SSP, Smar+, was created with the user in mind, engages target audiences through its digital marketplace and enhances campaign KPIs with its unique skills.

CMC president Jay Handline noted, "Our recent collaboration allows us to make the most of everything that Smar+ has to offer, and we couldn't be more eager to welcome them to our team." CMC is always looking for new SSP partners to help it extend and diversify its digital portfolios.

Cloud Media Center's business plan is mainly based on monetizing its distinct, studio-quality CMC Sports content, which covers amateur and professional sports, teams, and athletes. Smar+ and other SSPs provide programmatic ad filling as well as the sale of digital advertising inventory.

The expanding number of premium sports sites that have joined CMC's digital network is driving demand for CMC's business model. Every week, the startup welcomes new publishers, ranging 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 Smar+ 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.

"Smar+ is an amazing addition to the CMC team," says CMC Chairman Bob Portrie. As we aim to enhance the profitability of our publisher sites, Smar+ will be an important stakeholder."

Smar+ 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](#).

