

Vizzion Camera Sponsorship

Vizzion cameras help you streamline processes and generate revenue

Traffic is a daily habit for your viewers and an opportunity for local television stations to gain an advantage over national competition. Live camera feeds can help bring the story to life by providing a firsthand look at traffic. It's no wonder that a recent survey found that 74% of morning viewers find live traffic views to be very useful during their local TV report¹.

To help address this audience demand and improve the effectiveness of broadcasts, The Weather Company, an IBM Business, has partnered with Vizzion, the largest authorized aggregator and distributor of live traffic videos worldwide, to integrate traffic cameras into the Max platform.

This offering is also designed to improve the reliability and uniformity of camera displays by utilizing Vizzion's automated systems and full-time employees who monitor the camera database to ensure that image feeds are working and up to date. Vizzion often detects camera outages before DOTs are aware that their cameras have gone down.

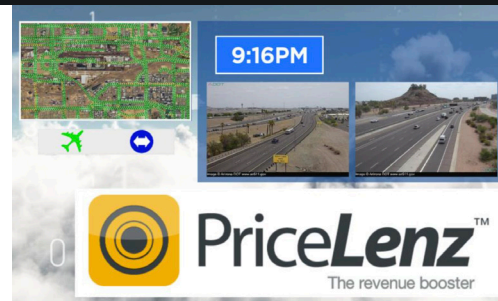
Vizzion works with over 200 providers, many of whom have different size and format requirements. Images are cropped and resized to user-specified dimensions to help create a smoother, more cohesive experience for the viewer.

You can also sell sponsorships for these camera feeds to be displayed as a banner or a background. Mid-sized markets have realized up to USD 150,000 per sponsor each year by monetizing camera feeds.

Examples are below:



Vizzion traffic cameras can help you better inform your audience while increasing brand loyalty and sponsorship dollars. Contact weather@us.ibm.com to check availability in your market, request a demo and start your no-cost trial.



Incorporating Vizzion camera feeds into Max can offer several unique benefits over self-compiled camera feeds from DOTs and other camera providers, such as:

- Eliminating the need to switch user interfaces or sources during your traffic presentation or utilize control room personnel.
- Grouping cameras for improved selection.
- Interacting with cameras while live on-air.
- Streamlining camera selection with a map-based interface instead of an extensive list.
- Automatically updating video URLs.
- Automatically posting camera content through on-air alerts when an Event Engine trigger is met.
- Publishing traffic camera content to web, mobile and social platforms using Max Engage.

1 *Television Traffic Viewers*, CJ&N Research, January 2020

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