Max Mobile

Mobilize. Monetize. Engage

The
Weather
Company
An IBM Business

4 out of 5 smartphone users will check their phones within 15 minutes of waking up. [2]

Four out of five smartphone users reach for their phones within minutes of waking each morning.[1] They are driven to their mobile devices for the information that affects their lives most, many making a daily habit of checking weather forecasts and traffic news.

Max Mobile helps you capture this growing audience, enabling your talent to use their expertise to tell weather and traffic stories as only they can, with local knowledge and perspective. And you'll bring breaking stories to mobile users with the immediacy they expect of their most trusted news sources thanks to Max Mobile's robust alerting engine.

Your viewers will enjoy the easy-to-use, most comprehensive local weather app in the industry, while your station reaches the elusive mobile audience with a revenue generating, brand building solution.

From small screens grow big profits

The mobile audience wants more video.[3] And with CPMs 20 times that of banner ads, you want more video, too. Max Mobile makes it easy, with the ability to bring in multiple streams of content from your station – from your CMS or from your weather team through Max Engage. That's a huge opportunity to increase your mobile audience. And Max Mobile supports video pre-roll ads, so you'll have the opportunity to significantly increase mobile ad revenues, as well.

Video has become so important to mobile engagement that we've added a new headline feature to the landing page that alerts users when new video is available, making it easier for users to identify updated content. The result, we believe, is more video streams and more mobile engagement.

More personal, more useful, more precise

Our Max Engage product along with Max Mobile extends the reach of your broadcast weather team, letting them produce and distribute video content in seconds right from their weather system.

With Max Engage geo-fenced alerting, you'll go beyond National Weather Service alerts to notify users of critical weather situations, wherever they are, on demand. You'll provide the hyper-local information users expect of their most trusted news source, warning of lightning and precipitation in their area and predicted rain start/stop times. Max Mobile takes forecasting to a whole new level, delivering pinpoint forecasts with rapid updates that encourage users to come back more often to get the latest, most accurate information. These on-demand forecasts are generated at the times and locations users need them. No other weather app forecast is faster or more precise.[4]

The Fast lane

For users on the go, traffic information is vital. Max Mobile's new traffic tab makes checking traffic easy. Max Mobile now delivers real-time traffic flows, incident reports and The Weather Company, an IBM Business' Road Weather Index. The traffic tab reinforces the daily habit of using Max Mobile and offers you additional sponsorship opportunities.

Max Mobile connects your news brand with the growing mobile audience, delivering the weather news they want, the way they want it, in a format advertisers value.

About The Weather Company, an IBM Business

The Weather Company, an IBM Business, is the world's largest private weather enterprise, helping people make informed decisions – and take action – in the face of weather. The company offers the most accurate, personalized and actionable weather data and insights to millions of consumers and thousands of businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel (weather.com) and Weather Underground (wunderground.com). The company delivers up to 26 billion forecasts daily. Its products include a top weather app on all major mobile platforms globally; the world's largest network of personal weather stations; a top-20 U.S. website; the seventh most data-rich site in the world; one of the world's largest IoT data platforms; and industry-leading business solutions. Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media, and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business.

For more information visit www.theweathercompany.com and business.weather.com

Footnotes

1 Fullerton, L., Four out of five smartphone users check their phones within 15-minutes of waking up, reports, The Drum, 1/18/2017, suggests, www.thedrum.com/news/2017/01/18/four-out-five-smartphone-users-check-their-phones-within-15-minutes-waking-up

2 Ibid, 2017.

3 U.S. Digital Video Viewers, emarketer, February 23, 2017, http://www.emarketer.com/Chart/US-Digital-Video-Viewers-Penetration-2017-2021-millions-of-internet-users/204602

4 Three Region Accuracy Overview, 2010 through June 2016, ForecastWatch.com, December 2016, http://forecastwatch.com/static/Three_Region_Overview_2010_201606.pdf

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