

Weather Company Max Mobile Premium

Our weather. Your app. New possibilities.

Beginning in early 2021, Apple will require users to opt-in to ad tracking, or Identifier for Advertisers (IDFA), at an app level. Google and other providers could potentially follow soon after. This shift is expected to have an immediate and significant impact on broadcasters as programmatic revenue is projected to decrease by as much as 80%¹. As a result, stations will be forced to discover new ways to monetize digital content while honoring user privacy.

An increasing willingness among consumers to subscribe to mobile services could help replace this lost revenue. But budget and resources for developing and marketing such a service are severely limited for many stations.

The value of weather to your users and your bottom line

Eighty-seven percent³ of people start their day with the weather—checking the forecast before texts, emails or news. What if they did so by opening your app first thing each morning?

Weather Company Max Mobile Premium is a no-cost, revenue-sharing platform that helps you respond to the changing market by incorporating predictions from the world's most accurate forecaster⁴.

Users who don't want ads served can subscribe to premium weather content and high-demand features that have been added to the service based on consumer research. These premium features are available through a paywall requiring a monthly or annual fee and include 24-hour future radar, 15-day forecasts and 30-mile lightning alerts.

Validated marketing tactics such as intentional promotional placements are integrated into the mobile app to further encourage subscriptions. The Weather Company also provides guidance on promoting your premium digital offering on the air.

Non-gaming mobile-app subscriptions generated **\$4.6 billion** in revenue in 2019.²

Weather Company Max Mobile Premium is a no-cost, revenue-sharing, full-service platform that offers the following options that help broadcasters:

- **Drive new revenue** by encouraging users to subscribe to premium weather alerts and content that are not typically found on other weather apps, setting you apart from the competition.
- **Improve the user experience** with an ad-free app that serves up new weather content from The Weather Company, an IBM Business.
- **Increase ad tracking** through customizable messages that encourage iOS users to opt-in and receive valuable local weather information without subscribing.

Best of all, Max Mobile Premium is designed to be implemented within hours so your station can start driving new revenue and improving the end-user experience as rapidly as possible.

Built to maximize opt-ins for ad tracking

Mobile users who are not subscribers and choose not to opt-in can access local forecasts at any time with no charge. However, the users who agree to receive personalized and relevant promotions can help you boost advertising revenue. Rather than using the default Apple message that could drive opt-in rates as low as 20%⁵, The Weather Company has built a service that enables you to create customizable messages that help maximize acceptance by explaining the value of the app to the user.

To learn more, www.ibm.com/products/max-mobile.

1 [How IDFA opt-in will change the way we advertise in apps](#), “The share of the opted-out users is hard to predict, but some market analytics estimate that 80% of users will decide to opt-out.”
Yaroslav Kholod, ClickZ, 12 Nov 2020

2 [U.S. Subscription App Revenue Grew 21% in 2019 to \\$4.6 Billion](#),
Kate Williams, SensorTower Inc., 23 Jan 2020

3 Watson Media & Weather Ritual Study, January 2020

4 The Weather Company is the world’s most accurate forecaster, according to a 2010-2017 study, which is the most recent, most comprehensive study available from [ForecastWatch](#)

5 [How IDFA opt-in will change the way we advertise in apps](#), “The share of the opted-out users is hard to predict, but some market analytics estimate that 80% of users will decide to opt-out.”
Yaroslav Kholod, ClickZ, 12 Nov 2020

© Copyright IBM Corporation 2020
Produced in the United States of America
December 2020

IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. The Weather Company® and the Weather® logo are trademarks or registered trademarks of TWC Product and Technology, LLC, an IBM Company. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at www.ibm.com/legal/copytrade.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

It is the user’s responsibility to evaluate and verify the operation of any other products or programs with IBM products and programs. THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.