

Weather Company Max Mobile Premium

Our weather. Your app. New possibilities.

Developments around requiring users to opt-in to ad tracking, or Identifier for Advertisers (IDFA), at an app-level are 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. Consumer willingness to subscribe to mobile services could help replace this lost revenue, but budget and resources for developing and marketing such a service are limited for many stations.

The value of weather to your users and your bottom line

Eighty-seven percent² 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? The Weather Company, an IBM Business, offers an option to leverage your Max Mobile app to respond to these changing times by incorporating our premium features to drive new revenue.

This solution is offered in two variations:

- **Max Mobile Premium:** This option offers more sponsor and general ad space, is licensed-based with a flat rate upfront cost and delivers a premium customer experience, allowing for market differentiation.
- **Max Mobile Premium Paid Subscription:** Revenue-sharing model with no upfront cost to stations. End-users pay for a monthly or yearly subscription which delivers an ad-free premium experience, helping your station stand out from other stations in your market.

Premium features include 24-hour future radar, 15-day forecasts, 30-mile lightning alerts and Weather InSight.

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, web and social.

A 2021 study shows that 78% of adults are involved in the subscription economy.³

Weather Company Max Mobile Premium is a full-service platform that offers the following options that help broadcasters:

- Monetize your monthly active users.
- Differentiate yourself from the competition.
- Provide a superior weather experience for all types of users.
- Leverage AI-powered Weather InSight to provide relevant weather information.

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%¹, 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.

Learn more at 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, Nov 12, 2020

2 Watson® Media & Weather Ritual Study, Jan 2020

3 [IBM's Weather Company Has A Path To Billions In New Revenue, Thanks To The Rise Of The Subscription Economy](#), John Koetsier, Forbes, Apr 8, 2021

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