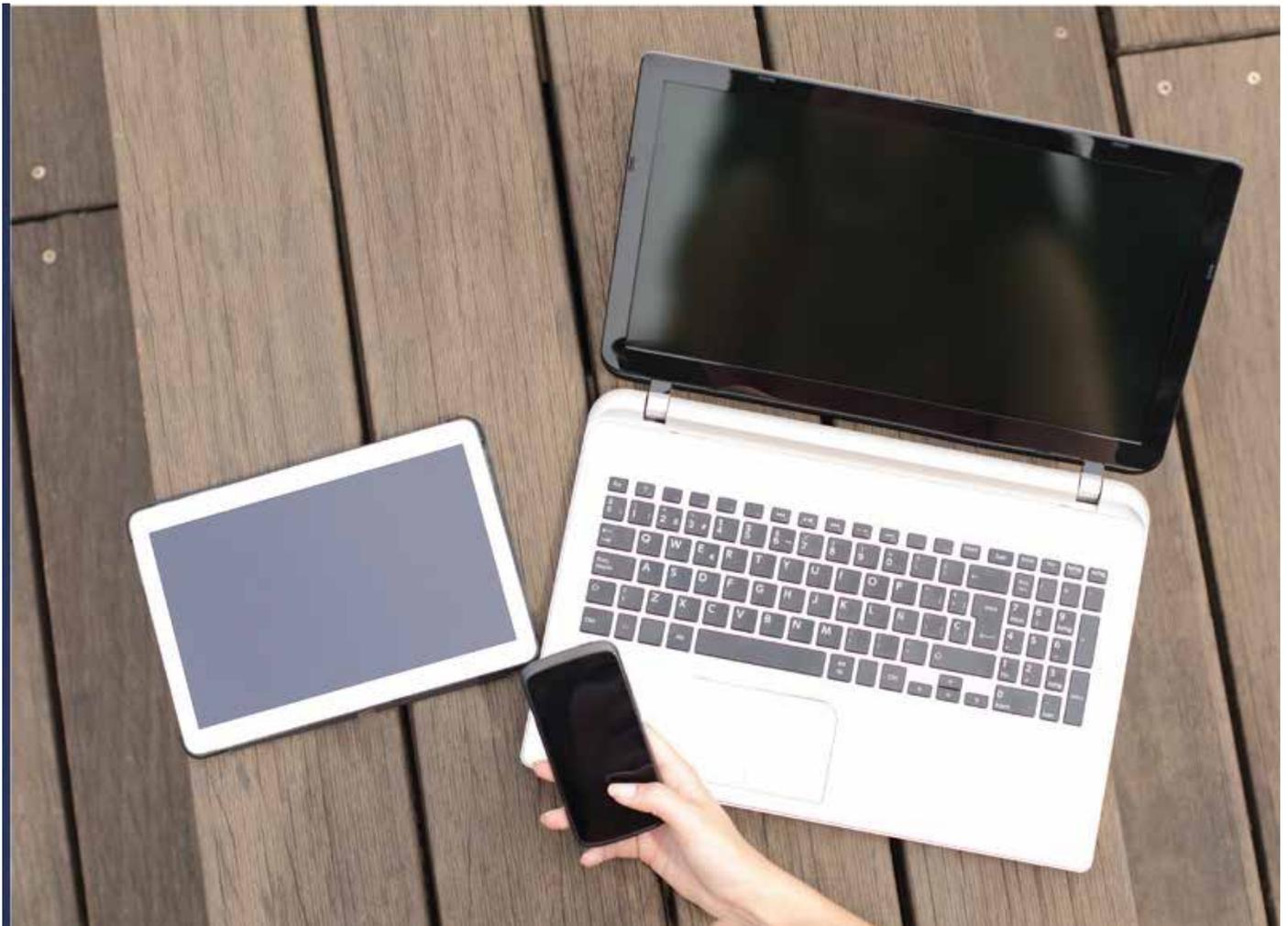


Max Engage

Engage your audience—on their devices





Mobile is no longer the second screen, there is a shift in audience and stations need to have a strong digital strategy to take advantage of this opportunity.¹ Today's weather audience wants unique and compelling content that keeps them informed. Checking the station's mobile app needs to become a daily habit for each mobile user in your market.

Max Engage helps bridge the gap between Broadcast and Digital, putting your station's weather talent front and center in the mobile app. Mobile competition is fierce, but TV Stations are best positioned to tell the local weather story by utilizing their most important asset – the market knowledge and expertise of the weather staff.

While the number of platforms from which your audience can choose to consume weather has multiplied, your production resources have not. You can utilize Max Engage to help you produce better stories, faster and tailored for every screen and you can do it without adding staff.

First on every platform

During disruptive weather, Max Engage automatically produces compelling weather and traffic content based on parameters you set in advance that can be used for broadcast, mobile and social media platforms, giving you the edge on your competition.

Video first mobile approach

Max Engage has many revolutionary features that will put video front and center on your Mobile App, through a headline feature. Driving content where the users need it can help increase engagement and potentially enable you to monetize your mobile audience.

Videos can also be linked to the daily or hourly page, increasing videos views. Users can easily see when the weather will impact them.

Geo targeting and push notification

Max Engage makes it easy to geo target videos driving relevant content to users. Engage makes it easy to cover your microclimates and tell specific weather stories, making you hyper local on mobile. Engage even prompts your talent to produce videos for specific locations within your market when conditions warrant, setting you apart from national Weather Apps.

More compelling stories for all

You determine what kinds of weather or traffic information is most impactful in your market and set those parameters in advance. Max Engage uses intelligent automation to constantly search for the weather and traffic content that's most important to your audience. Engage curates the content which means your team isn't looking for the story and can spend their time telling the story.

Max Engage even prompts your talent while on air, shifting focus as breaking stories unfold to stay ahead of severe weather events.

Boost your broadcast through mobile and social media

Posting traffic and weather news to mobile and social media has been a proven promotional tool, helping to raise audience share. But, it must be done consistently to be effective. Max Engage makes it easy to post to mobile and social at the same time, reducing workflow steps and helping you get the story out first.

Visibility into your engage portfolio

The Max Engage dashboard feature gives your staff situational awareness for weather and traffic events no matter where they are. Your staff has visibility of the active videos in your app and also when a mobile post is due. This feature will help your staff to get the audience the content they need.

About The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps people make informed decisions and take action in the face of weather. The company offers the most accurate forecasts globally with personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and 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 around 25 billion forecasts daily. Its products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, 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, visit theweathercompany.com



Footnote

1 "Second-Screen No More: New Data from Phunware Signals Media's Mobile Future," Phunware, 8/2/2016, <http://www.phunware.com/press-releases/new-data-from-phunware-mobile-future/>

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