

Put Yourself In The Driver's Seat With

Max Traffic

Did You Know?

83%

of people said that **traffic** is their **main reason to watch** local news in the morning

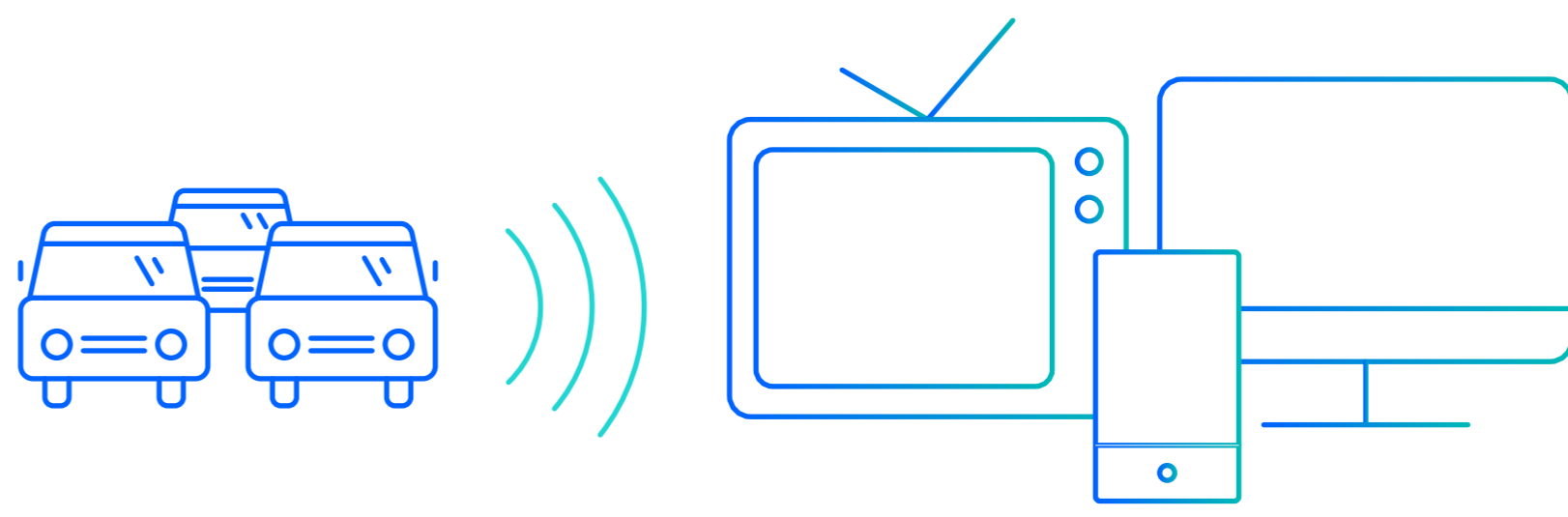


82%

of people said that **traffic** influences **which local TV station** they watch each morning

Competition: Not only in your market, but nationwide digital brands

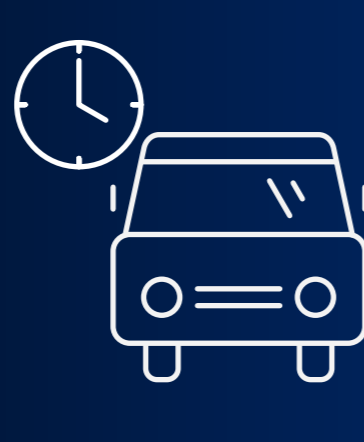
To stay competitive, you need to program traffic **across all screens**



On-Air: Include these 5 categories to have viewers tune in longer



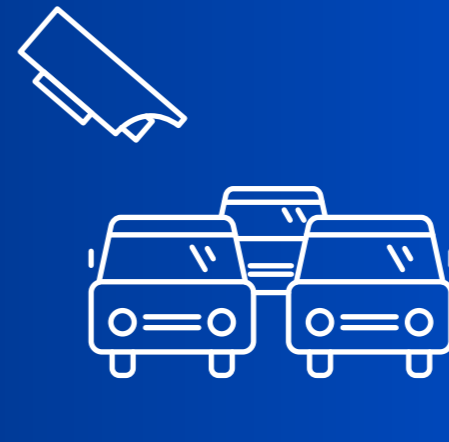
Weather & Road Conditions



Drive Times & Alternate Routes



Traffic Maps



Live Traffic Cameras



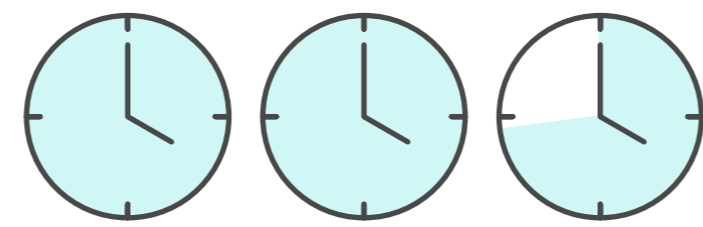
3-D Mapping

Social

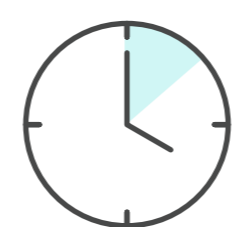
67%

of people from ages 25-44 are interested in traffic coverage on Facebook and Twitter

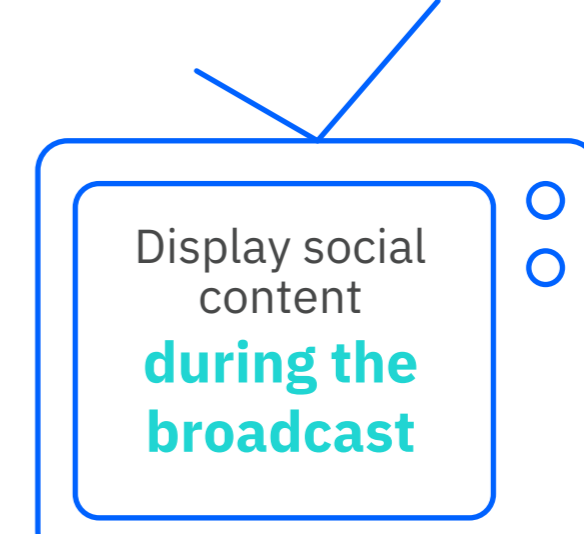
Users spend



2.7 hours a day using social networks



12.3 minutes a day watching local tv news



Quickly create **social posts** from the Max content

Digital



Integrate traffic in daily apps & on your website

Drive engagement

Customers have seen

21% growth in active users

73% more pageviews



Promote apps on air

Create a traffic center with **automatic updated drive time graphics**
Post video traffic alerts

Max Traffic

Traffic & weather

are a daily habit that drives ratings

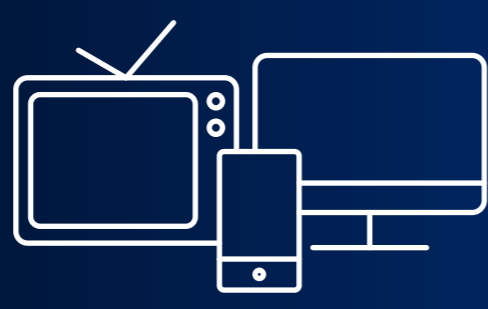


Traffic sponsorships

can drive up to **4x ROI**



Max ecosystem makes "all day, all devices" doable



Linkage with weather meets user need for weather & road conditions



Ask us more about Max Traffic

business.weather.com/products/max-traffic

Data reported is based on various national research studies, including CJ&N Review, "Traffic Information: A National Study of User Attitudes & Behavior," October 2014



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