

Max Traffic

Drive viewers to every screen





83%

of viewers watch the morning news for traffic



Mid-Sized Markets

150K - 200K

per sponsor, per year

Source: 'CJ&N Review, "Traffic Information: A National Study of User Attitudes & Behavior," October 2014

Traffic is a daily habit for your viewers and a news category that only local television stations can cover. With the impact of traffic being so great on our lives, it's no wonder research shows that for 83 percent of viewers traffic coverage plays a major role in creating a preference for their local newscast, even as they turn increasingly to mobile devices for traffic news on the road². With Max Traffic's beautiful, engaging graphics and digital media integration, you can distinguish your traffic reporting from others in your market on every device. Depending on the size of your DMA, that can potentially mean annual traffic sponsorships of \$150,000 to \$250,000.

Graphics your audience will want to wake up to

Your viewers' morning commute is likely their most important and hectic of the day. The morning traffic report is an opportunity for your viewers, and your station, to start the day right. All new Max Traffic XD is changing the morning traffic report with the highest standard in realism using street-level 3D dynamic mapping during this crucial travel period. With Max Traffic XD, your talent can pinpoint and illustrate trouble spots down to the lane. For busy commuters, this is appointment television.

Max Traffic XD's virtual traffic camera makes even the most daunting traffic look great, for a traffic story too compelling to look away. Your traffic reporter can use the virtual traffic camera to interactively show traffic situations in your DMA.



Traffic and weather together

Research shows that 59 percent of traffic viewers want traffic news reported in the larger context of the weather story³. Max Traffic is designed to seamlessly integrate these elements into one concise, powerfully illustrated narrative. Better pictures make a better story, so now we're bringing the incredible graphics we developed for Max Sky's weather visualizations to help you produce a more compelling traffic report.

Potential to see ROI in months

Max Traffic's graphics and storytelling features have already made it one of the fastest-selling traffic reporting systems in the country. To maintain our momentum, we're offering Max Traffic at a competitive price through our cloud-based Cirrus software service.

Post on every screen

Be first to break the traffic story on Facebook, Twitter and other mobile platforms with easy, automated posting. Build your audience, engage them and turn them into traffic reporters, adding their social media content into the broadcast using touch-screen or in-key gestures. With Max Traffic, the same broadcast-quality data feeds can be used on your station's website and mobile apps.

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



Footnotes

1 "Consumers and Traffic: A National Study of User Attitudes & Behavior," commissioned by an independent firm, CJ&N and published by The Weather Company, an IBM Business, October 2014.

2 Ibid, 2014.

3 Ibid, 2014.

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