LiveCam

Bring the story home with high quality, hyper-local video

The Weather Company
An IBM Business

Create A Tighter Bond With Your Community and More Sponsorship Opportunities

Beautiful LIVE HD Video

Compelling time-lapse video from any of your cameras and any time period within the past 72 hours

Engage viewers with beautiful HD video from neighborhoods, city centers and well-traveled roadways, all controlled right from your newsroom or weather office. LiveCam offers advertisers an opportunity to geographically target their messages, making it a valuable addition to your news gathering arsenal.

Highest quality video at the lowest possible cost

LiveCam delivers dazzling HD images both live and time-lapse for engaging storytelling. The sharp 18x zoom, 360° pan and 220° tilt offer you remarkable flexibility for capturing breaking news, rapidly approaching weather and rush hour traffic stories. Best of all, LiveCam is self-contained and is designed to be maintenance free. It features one of the most reliable camera technologies in the industry, providing a sound, competitively priced way to get high quality HD video from around your community.

Everywhere you want to be

Position LiveCam units from the core of your DMA to the corners of your community, adding units as population centers and areas of news interest shift. After your initial investment, LiveCam allows you to expand the number of cameras easily, without having to expand your routing and switching infrastructure. Plus, the intuitive user interface takes just minutes to learn and master.

Grow your audience and your sponsorships

Featuring shots from specific areas tells viewers their neighborhood is important to your news team. That helps build brand loyalty. LiveCam allows you to start small and scale up as you win more sponsorships. Successful stations also allow sponsors to tap into video feeds for their own websites, providing excellent cross-promotion of their brands and building sponsor loyalty. Sponsorship opportunities include hospitals, auto dealers, resorts, universities and more. Ask your The Weather Company, an IBM Business, account manager how you can better cover your community and increase revenue at the same time with the sharp HD video of LiveCam.

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. It's 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

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