

Vizzion Traffic Cameras



Clearing the way for amplified Max Traffic coverage

Weather and traffic are both critical and complementary components of an effective local news broadcast. According to a recent study, 65% of viewers believe it is very or extremely important to have live traffic views in their local TV report.¹ Eighty-nine percent of viewers think weather is important to the traffic report they watch on TV.¹

To help address this audience demand and improve the effectiveness of broadcasts, The Weather Company, an IBM Business, has partnered with Vizzion, the largest authorized aggregator and distributor of live traffic videos worldwide, to integrate traffic cameras into the Max platform.

Merging traffic and weather coverage

Integrating Vizzion with Max helps you tell a more compelling story by integrating live video from over 61,000 traffic cameras spanning 39 countries in more than 600 markets.

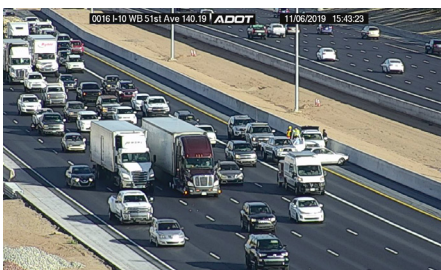
These video feeds can provide a huge benefit to meteorologists. Help your audience understand how weather is impacting local traffic by overlaying live video with real-time weather conditions such as storm conditions, snow coverage and general visibility.

Bypass technology tolls

The Vizzion feed acts as another video source in Max without taking up a valuable input port. These capabilities also negate the need to maintain and pay for separate fiber-based connections to Department of Transportation servers.

Incorporating the feed into Max Traffic helps improve confidence and control by creating a more intuitive user experience so your talent doesn't have to switch user interfaces or sources during hits. Broadcasters can build captivating presentations that feature weather and traffic maps, full-screen coverage and commuter drive times.

The result is a solution designed to inform and entertain your audience while increasing brand loyalty with reliable, accurate forecasting.



For more information or to request a demo of Vizzion cameras in Max Traffic, visit the [IBM Marketplace](https://www.ibm.com/marketplace).

Useful content:

74% of morning viewers find live traffic cameras useful as part of their local TV traffic report.¹

1 "Television Traffic Viewers," CJ&N Research, January 2020

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