



Using Augmented Reality to Increase Audience Retention During Broadcast

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One of the main goals of your news station is to keep audiences safe with your ongoing reporting of severe weather and traffic events happening in their local area. This is achieved by providing viewers with the most timely information they need right away and in the formats that are easiest to consume and comprehend quickly.

However, competition continues to increase for broadcasters as their audience's attention span decreases and the amount of other news sources they have access to on an ongoing basis increases. Today we spend 11 hours a day consuming content both consciously and subconsciously, requiring your reporting to be vastly different in order to be memorable.

This demands an investment in new formats of storytelling to stay ahead of the curve and at the forefront of your demographic's mind when it comes to keeping up to date with local news.

One solution to these challenges is investing in augmented reality as a form of reporting the news to your local audience.

The first application of augmented reality in the media was sports broadcasts, followed by its use in visualizing the weather, but today, it's much more advanced, allowing for comprehensive analysis and easy-to-consume depictions of what causes a particular weather phenomenon and how it impacts viewers.

Learn how augmented reality can be the answer to staying innovative and increasing your audience retention moving forward.

In a recent survey...

62%

of viewers rated Max Reality excellent relative to other weather/traffic reports *

64%

of viewers would tune in longer if Max Reality were part of the upcoming segment *

69%

of viewers feel having Max Reality on their local TV news would positively impact their opinion on the station *



Benefits of Augmented Reality

To remain relevant and hold your audience's attention for longer, it is essential that your station assists viewers with daily life planning by delivering engaging content that's relevant to their needs, interests and local area.

The key to getting people to keep coming back to your station over others is to provide them with resources in their news they can't receive elsewhere.

Viewers might take notice of your programming over others if presented with engaging visuals through the use of augmented reality integrated into your news coverage.

Augmented reality, as it applies to news, is using the latest in visual technology to present information in a 3D interactive format that is more engaging as it simplifies complex concepts.

This technology can allow on-air talent to deliver more-compelling weather and traffic presentations such as winter storms, traffic conditions, an impending tornado and other important news in 3D. Using this method can drastically differentiate your station from competitors who might still be using 2D experiences on a green screen.

According to the Front Research Panel survey, 64% of respondents would tune in to news broadcasts longer if augmented reality was integrated into part of an upcoming segment and 69% of these viewers said that adding this technology into their local TV news would positively impact their opinion of that station.*

These visuals allow your station to explore deeper aspects of a storm as well as other news events, giving viewers important information and insight when they need it most. Ultimately providing a thorough visual explanation and building trust

for your station as a go-to news source.

Traditionally the meteorologist would have to cover up some of the information being presented on the green screen in order to discuss it, but not when reporting with augmented reality. On-air talent can maintain eye contact with the audience and explain the weather or traffic event to more effectively deliver the news. This allows a person to become more immersed in the overall experience.

The main benefit of augmented reality for viewers is the detail in which your station can report on the news. Your team can illustrate the impact on your particular area as well as provide the flexibility to cover any event your station sees fit from a minor traffic incident to a severe weather event. It is an opportunity to get creative with your reporting and stand out for the right reasons.

Streamlined Set-Up Process

To visualize your weather data and invest in augmented reality for your news station, Max Reality by The Weather Company, an IBM Business, is the solution to streamlining this integration into your existing broadcast workflow.

The first step to setting up augmented reality for your news station is designing the content that will be used to enhance your station's visual brand identity. There are many reasons why viewers tune into your news coverage over other options and one is having a consistent brand that is recognizable. Ensuring the visuals used in conjunction with your efforts in augmented reality are aligned with your brand is an essential consideration.

The software installation happens around the same time and then a trainer from The Weather Company team will visit your station to train your team. The training process takes a total of two days and ensures that your staff is trained on how to properly use the product; making the most of this new feature set.

There is no need to hire additional staff to run the augmented reality feature as Max Reality is merely another layer and takes limited time to integrate successfully.

Two possibilities for using Max Reality

- **Existing Camera Tracking Hardware** - Max will take the tracking data passed from the camera and have your content appear as it were part of your set as the camera pan, tilts, zooms and changes its focal point.
- **Fixed Camera Shots** - Alternatively, if your station is working with traditional cameras in the newsroom, then the system can be easily added to this framework as well, but it will require setting up a fixed shot to display the 3D graphics effectively in front of the presenter as the camera will have to remain stationary. You can author content to be shot from multiple fixed shots.

Cross-Channel Integration

As an essential aspect of your strategy to stay relevant to viewers and retain them for longer periods of time, it is essential that your station is integrating the use of augmented reality across your other channels.

Social media, mobile and online video should also be a key focus for your station, since these are some of the main channels and content formats viewers are consuming news from regularly today.

Evergreen content such as solar events and atmospheric explainers can be produced ahead of time such that when these events occur, they can easily be published to the digital world.

This strategy can help add visual elements to your social posts, which resonates more on these networks than other forms of content, as well as showcasing the types of reporting viewers can expect from your live TV broadcasts and online video.

Your use of augmented reality on these channels can help to drive more viewers to engage across mediums with your station and in your television broadcast efforts.

Max Reality is just one part of The Weather Company's Max Ecosystem. This feature, alongside using Max Weather, Max Traffic, Max Engage and other capabilities can help your station more easily provide audiences with 360-degree reporting across channels that is simpler to scale with limited resources, expertise and staff.

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Monetize to Maximize Revenue

The most important concern to keep top of mind when using augmented reality as a part of your reporting is to understand its ongoing part in generating revenue from your station.

One of the best ways to monetize augmented reality is acquiring sponsors for the segments that feature this type of visualization. Its use is new, innovative and original, which is a theme many brands and local businesses wish to associate themselves with amongst your audience.

For example, using augmented reality to display a winter weather event like a snowstorm or damaging hail and having this segment sponsored by a brand like Home Depot is a valuable partnership for both the brand as the advertiser and your viewers, the audience they are trying to reach.

Augmented reality is still in its beginning stages presenting an opportunity for advertisers to build a stronger sense of meaning, context and relevance with their audience as it pertains to supporting the use of this new technology as an early adopter.

In addition to sponsorships, augmented reality can help drive additional revenue through display advertising and pre-roll ads on your station's video messaging within your mobile app and website. Re-purposing your evergreen explainers is yet another way to get recurring revenue multiple times during the year.

Since augmented reality can drive longer viewer retention on your content, this means more impressions and engagement for your digital advertising efforts leading to more revenue.

Experiment with the ongoing integration of augmented reality in your monetization efforts to help ensure the feature not only drives more interactions from your audience but an ongoing impact on your station's bottom line as well.

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Invest in Weather's augmented reality system, Max Reality to help increase audience retention on your news broadcasting efforts, stand out from competitors and become a daily habit of your viewers.



The Weather Company, an IBM Business, is the world's largest private weather enterprise, delivering up to 26 billion forecasts daily and the most accurate, personalized, and actionable weather data and insights. It helps millions of consumers and businesses make better decisions via its enterprise and consumer products from The Weather Channel and Weather Underground.

Visit ibm.com/weather/industries/broadcast-media or reach us by email at weather@us.ibm.com.

Footnote: * The Front Research Panel Report, March 28-31, 2015, a study commissioned by The Weather Company. Background and Methodology: To evaluate the appeal of augmented reality presentations during live local affiliate news broadcasts, 376 respondents in The Front Research Panel were surveyed from March 28-31, 2015. They were shown 3 augmented reality videos and asked questions to determine level of appeal.

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