A new way to tell your weather & traffic story

VIEWER TESTED

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.

LOCAL TV AUDIENCE

How often do viewers watch their local TV news affiliate?

- Multiple times a day: 40%
- Once a day: 20%
- Multiple times a week but less than once a day: 16%
- Once a week: 8%
- Multiple times a month but less than once a week: 10%
- Never: 4%

WHAT VIEWERS LIKE

- The visual graphics: 60%
- The information shared: 50%
- The pace: 40%
- The anchor: 30%
- Other: 20%
- Not applicable: 10%

HOW DOES MAX REALITY RATE VS OTHER REPORTS

- Excellent: 26%
- Very good: 28%
- Good: 34%
- Fair: 10%
- Poor: 2%

MAX REALITY

- Be essential to your audience
- Keep your viewers coming back for more
- Use for daily life planning and safety stories
- Create engagement with relevant content

In wall-to-wall severe weather coverage, when your audience is sampling, the presentation of dramatic storm coverage can cause viewers to take notice.

Audience-grabbing 3D visualizations

Highlight extreme temps, winds, or expected precipitation

Monumental 3D cutouts

Request more information about Max Reality

Visit weathercompany.com/media or reach us by email at business@weather.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.

© Copyright The Weather Company 2024. The Weather Company is a registered trademark of TWC Product and Technology, LLC. This document is current as of the initial date of publication and may be changed by The Weather Company at any time. Not all offerings are available in every country in which The Weather Company operates.