ReelSphere

Your meteorologists' new colleague.

For today's broadcasters, effectively reaching digital audiences means curating and publishing unique, compelling weather content across new platforms, 24/7. The problem is that for most stations, this high demand must be met without adding support staff.

If that isn't hard enough, new platforms are emerging rapidly and audiences expect to be met where they are. Broadcasters are furiously working to stand-up CTV/OTT offerings. But even if resources are in place to serve audiences on these platforms, there isn't always a clear definition of what content to include or how to monetize it.

Automated content.
Customized experiences.
Powerful results.

Regardless of platform, weather drives viewership. It's the top reason people tune into local news on linear TV and it's poised to be a major driver for digital channels. ReelSphere from The Weather Company helps your station increase engagement and monetization on these platforms by automating and improving content production.

Attract new audiences on digital channels with near real-time weather reports that are customized for each viewer's location as well as severe weather alerts and lifestyle videos. Content is created automatically with location-specific graphics that appear and change based on the time, day of the week, and forecasted weather, such as adding forecast radar when rain is expected.

The solution uses AI technology to provide an audio overlay for each video with either a generic voice or that of your trusted on-air talent along with captioning for added context and accessibility. Meteorologists have the option to edit and enhance videos with their own expertise as needed. Stations can also use first party data to better target and deliver videos to viewers.

The result? Increased reach and engagement across digital platforms while allowing your meteorologists to focus on telling more impactful weather stories on the air.

Key benefits

ReelSphere is designed to drive audience engagement, improve production efficiency and increase profitability on digital platforms by:

– **Automatically creating weather content** by using AI to rapidly build and serve videos for all digital platforms including CTV/OTT with minimal meteorologist oversight.

– **Delivering customized, high-quality videos** that are targeted, hyperlocal and adapt based on the forecast and time of day in the viewer's location.

– **Integrating sponsor content into videos** to create additional revenue streams.

Learn more about ReelSphere →