



All forecasts are  
*not* created equal.



# THE WEATHER COMPANY IS **THE WORLD'S MOST ACCURATE FORECASTER.**<sup>1</sup>

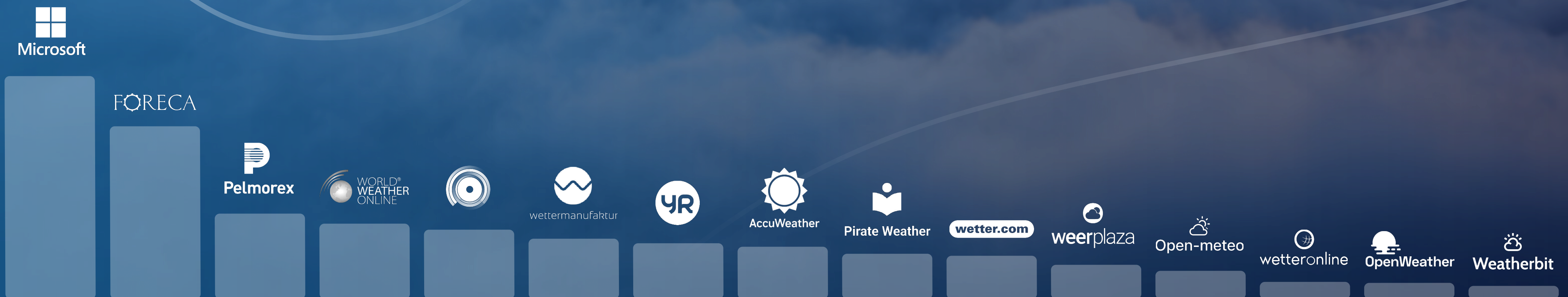
Many say it, but only one forecaster can *prove* it. Weather impacts \$3 trillion of the U.S. economy annually and influences 30% of global GDP—touching every industry, every business decision, and every person's daily life.<sup>2,3</sup> In this weather-dependent world, knowing who to trust for reliable information is crucial. And the difference isn't marginal – it's significant. Why does this matter? Because everyone deserves access to an accurate forecast.





NEARLY  
**4X**

MORE LIKELY TO BE THE  
MOST ACCURATE THAN THE  
NEXT CLOSEST COMPETITOR<sup>4</sup>



# BETTER ACCURACY MEANS BETTER DECISIONS

Accurate weather intelligence isn't just about knowing what to wear; it's about enabling better, more confident decisions and protecting what matters.

FOR...

THAT MEANS...



**BRANDS**

Reaching the right audience with the right message at the precise moment conditions align



**BROADCASTERS**

Delivering timely, reliable information that empowers communities to prepare and respond



**AIRLINES**

Proactive preparation minimizing disruptions and providing smoother travel for passengers



**GOVERNMENT &  
DEFENSE AGENCIES**

Successful planning and the safety of personnel for any mission, anywhere, in any condition



**EACH OF US**

Provides the confidence to make informed choices, big and small, with greater certainty

# DON'T JUST TAKE OUR WORD FOR IT...



## BRANDS

*“The Weather Company's credibility and accuracy helped us reach a highly engaged audience actively seeking solutions for weather-related outages.”*

**Ryan Oliver**

Head of Communications | Ecoflow



## AIRLINES

*“United Airlines’ operations are greatly enhanced from the accuracy of The Weather Company forecast data.”*

**Nathan Polderman**

Sr. Manager of Meteorology | United Airlines



## BROADCASTERS

*“We've been using The Weather Company's GRAF model for over five years now. Its accuracy is remarkable and I've learned not to second guess it since it usually proves me wrong.”*

**Mark Nelsen**

Chief Meteorologist | KPTV & KPDX Television



## GOVERNMENT & DEFENSE AGENCIES

*“For military capability and personnel safety, forecast accuracy isn't just a matter of convenience — it's critical to both mission success and saving lives.”*

**Gareth Collier**

Former Special Forces Officer | U.S. Military

# PRECISION POWERED BY INNOVATION

Consistent accuracy isn't by chance. It's fueled by cutting-edge tech, a relentless pursuit of innovation, and the dedication of our expert team.

## ADVANCED AI MODELING

We're not just using AI; we're working with partners like NVIDIA to actively develop new deep learning approaches and continuously improve forecast precision.

## HUMAN OVER THE LOOP

Technology alone isn't the answer. Our team of over 100 expert meteorologists works in real-time with our AI systems, providing critical oversight and adding invaluable human intelligence to the process.

## FORECASTS ON DEMAND ENGINE

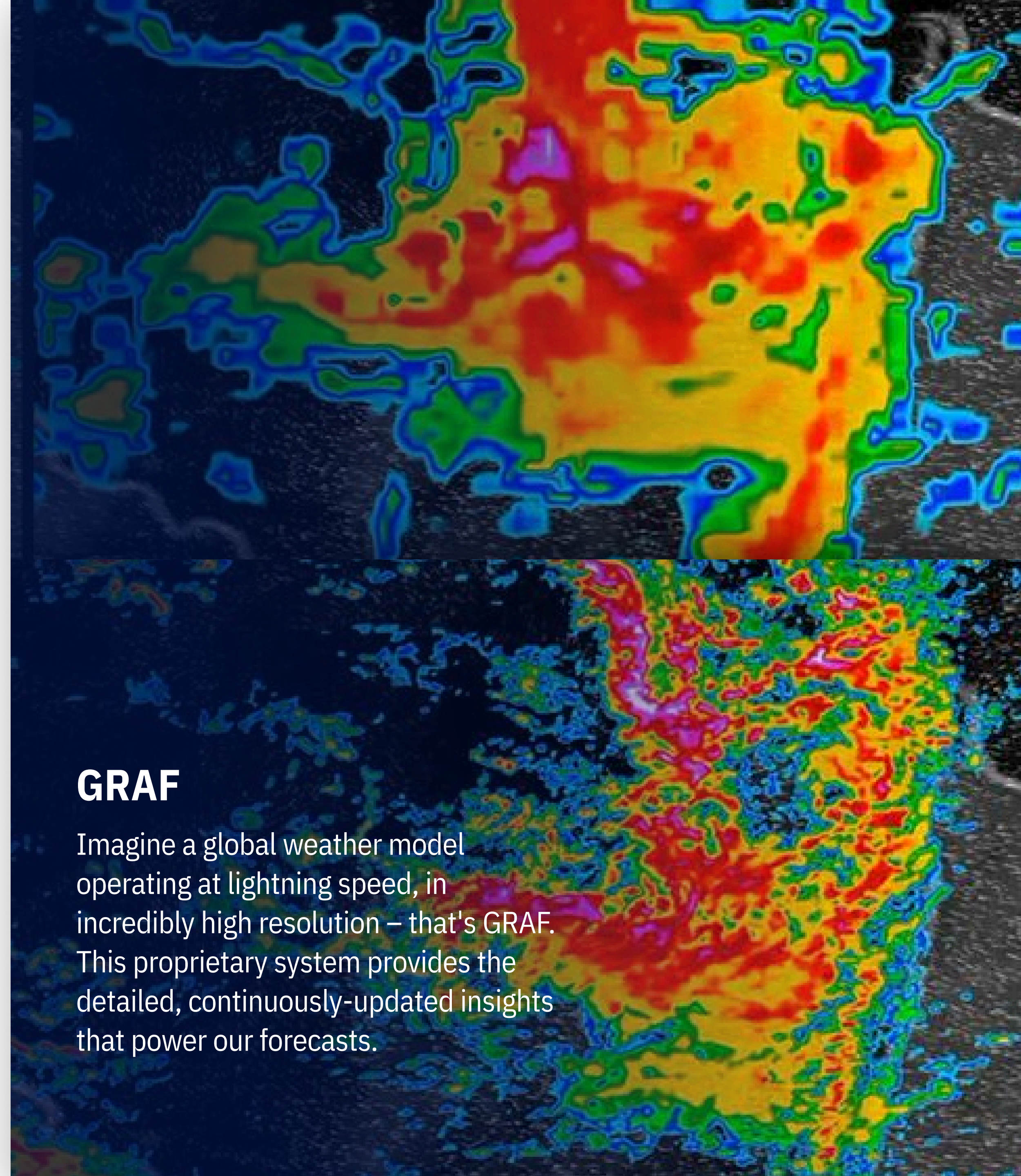
In today's fast-paced world, outdated forecasts aren't helpful. Our unique engine delivers fresh, personalized weather information precisely when you need it.

## WxMix

Instead of relying on a single model, our AI-driven multi-model ensemble, WxMix, synthesizes and optimizes 100+ models, so that we're always leveraging the best available science.

## GRAF

Imagine a global weather model operating at lightning speed, in incredibly high resolution – that's GRAF. This proprietary system provides the detailed, continuously-updated insights that power our forecasts.



# THE GROWING IMPORTANCE OF GETTING IT RIGHT

As weather becomes more extreme, its impacts on people, businesses, and communities intensify.



## Breaking Weather

At the local level, weather consistently dominates news coverage<sup>5</sup>, reflecting its profound impact on our daily lives and communities.



## Changing Climate

The UN reported 150+ unprecedented global climate disasters in 2024, including heatwaves, floods, and storms.<sup>6</sup>

2025 is on track to be the earth's second hottest year on record<sup>7</sup> behind 2024.<sup>8</sup>



## Growing Cost

There were \$182.7 billion in estimated damages from weather events in the US in 2024, the 4th highest year ever.<sup>9</sup>

# THE GROWING IMPORTANCE OF GETTING IT RIGHT

Across industries, the need for reliable and accurate forecasts has never been greater.



## Just 1°C Shift

in temperature can have a 1.2% impact on consumer spending, highlighting the economic impact of weather.<sup>10</sup>



## Nearly 9 out of 10

business leaders across various sectors acknowledge the significant influence of daily weather on their operations.<sup>11</sup>



## Nearly 75% of Delays

on flights are attributed to weather, underscoring the need for accurate predictions to mitigate disruption.<sup>12</sup>

# ACCURACY THAT KNOWS NO BORDERS

Our commitment to accuracy is matched only by the scale at which we deliver weather intelligence, earning the trust of millions worldwide and democratizing weather for all.

## 25B+

personalized daily forecasts, ensuring individuals and businesses have the information they need, wherever they are



## 2.2B

locations served across the globe, demonstrating our ability to provide precise forecasts virtually anywhere

## 50+

patents in weather technology (and growing) as we constantly push the boundaries of what's possible

## 100+

dedicated meteorologists at the heart of it all, whose expertise ensures the science translates into actionable insights

## 75B

terabytes of data processed daily, a testament to the scale of our infrastructure



## 100+

forecast models, each contributing to the overall accuracy and reliability of our predictions

# WIDENING THE ACCURACY GAP

The Weather Company has long been the leader in forecast accuracy, but we aren't stopping there. We continue to innovate and challenge ourselves to do better. Our commitment is proven.

## Consistent #1 finishes

The most 1st place finishes each year since ForecastWatch measurement began.<sup>13 14</sup>

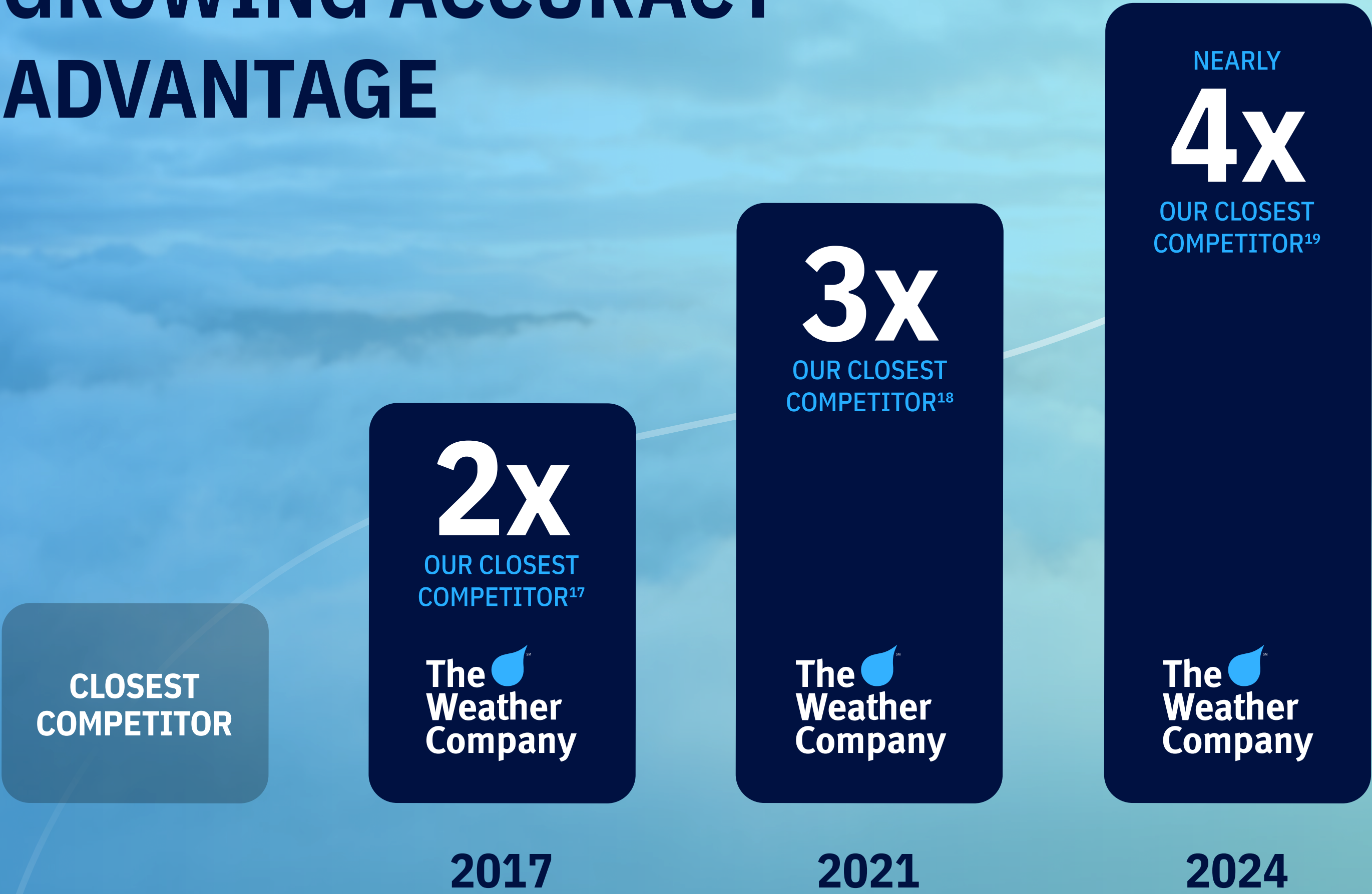
## Regional accuracy dominance

The most accurate forecast provider the most often in 7 out of 8 regions.<sup>15</sup>

## Leading in longer-range forecasts

Nearly 6x more likely to be the most accurate when measuring a 14-day time horizon.<sup>16</sup>

# GROWING ACCURACY ADVANTAGE



# UNDERSTANDING ForecastWatch

## THE INDEPENDENT MEASURE OF ACCURACY

To provide a truly objective and comprehensive evaluation of forecast accuracy, ForecastWatch took a deep dive into hundreds of millions of competitor forecasts across the globe over 4 years. The study focused on forecast accuracy not just for tomorrow, but for up to 9 days into the future.

To learn more, access the full  
ForecastWatch 2024 report:

[Read report >](#)

**600M+**  
Forecasts

**25**  
Weather Providers  
including Microsoft and  
AccuWeather

**2K+**  
Different  
Locations

**84**  
Forecast Metrics

- ☼ 36 temperature metrics
- ☁ 14 cloud cover metrics
- 💧 18 precipitation metrics
- ⇒ 16 wind metrics

**8**  
Geographic Regions  
United States, Europe, Asia-Pacific,  
Canada, Middle East, South  
America, Africa, Central America



#### Sources:

<sup>1 4 14 15 16 18 19</sup> ForecastWatch, [Global and Regional Weather Forecast Accuracy Overview, 2021-2024](#), commissioned by The Weather Company.

<sup>2</sup> National Oceanic and Atmospheric Administration (NOAA). "[Weather, Water and Climate: An American Economic Analysis](#)."

<sup>3</sup> World Meteorological Organization (WMO). (2021). "[State of Climate Services Report](#)."

<sup>5</sup> Pew Research Center survey of U.S. adults conducted January 22-28, 2024. "[Americans' Changing Relationship with Local News](#)"

<sup>6</sup> World Meteorological Organization, [State of the Global Climate 2024](#), March 19, 2025

<sup>7</sup> Johnathan Erdman, [2025 Could Be Earth's Second Warmest Year Behind 2024, Report Says](#), May 8, 2025

<sup>8 9</sup> NOAA, [Assessing the U.S. Climate in 2024](#), January 10, 2025

<sup>10</sup> Raja Rajamannar, [Weather Wizards: How Marketers Can Harness the Elements for Unprecedented Success](#), September, 17, 2024

<sup>11</sup> [Weather Means Business report](#), October 2024, Magid for The Weather Company.

<sup>12</sup> Federal Aviation Administration [FAQ](#)

<sup>13 17</sup> ForecastWatch, [Global and Regional Weather Forecast Accuracy Overview, 2017-2022](#), commissioned by The Weather Company

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