

Media Data API package

Overview

Weather plays a pivotal role in the lives of your viewing audience. Empower them to make safety and lifestyle decisions confidently with real-time weather data backed by the industry-leading accuracy¹ of The Weather Company.

The Weather Company Media Data API package allows you to integrate a powerful new dimension of weather insights directly into your workflow.

Lifestyle indices

Take advantage of a wide range of indices to communicate the impact of the weather on the daily health and wellbeing of your audience.

Indices include:

- Aches and pain
- Breathing
- Driving difficulty
- Dry Skin
- Frizz (hair)
- Frost potential
- Golf
- Leisure travel
- Mosquito
- Pollen running weather
- Ski
- Static
- UV
- Watering needs
- Power disruption

Additionally, the package offers:

- Almanac data
- Government weather alerts

Drive better decisions with accurate, proven results

Keep your station fully informed of core weather conditions with our accurate, accessible, and dependable forecasts. This insightful data empowers your team to deliver the weather coverage audiences trust.

Explore The Weather Company media solutions










or reach us by email at business@weather.com.

Key benefits

This package includes:

- **Daily and intraday forecast data:** Access essential weather data for 24-hour periods, running today through the next 15 days. Also, take advantage of hour-by-hour forecasts for the next 15 days.
- **Customized data for display in your weather solutions:** Display anywhere the API is implemented. Integrate into your weather solutions for the next 10 days (intraday) or 2 days (hourly).
- **Nowcasting variables:** Use a variety of Nowcasting variables (e.g. 15-minute forecasts for the next 7 hours) such as tropical data and probabilistic snowfall data.
- **Current conditions:** Integrate by condition as site-based currents and time-series observations. Access either as-available from official reporting stations, or as generated from our currents on-demand system for any latitude and longitude (includes both site-based and currents on-demand).

Conditions include:

-  Temperature
-  Wind direction and speed
-  Humidity
-  Pressure
-  Dew point
-  Visibility
-  UV index

¹ [ForecastWatch, Global and Regional Weather Forecast Accuracy Overview, 2021-2024](#), commissioned by The Weather Company