



Max On Demand *from* The Weather Company

Elevate your weather storytelling

Challenges

Broadcast groups face mounting pressure to lower costs and work more efficiently. The industry landscape is shifting fast, driven by:

- **Deregulation and consolidation** reshaping competitive dynamics
- **Evolving consumer habits** fragmenting audiences across platforms
- **Rapid technological advancements** demanding constant adaptation

The Weather Company is offering an alternative Max workflow managed in the cloud. Meteorologists can now access Max at their fingertips to **create and collaborate on weather content from anywhere**. We'll handle the technology, so your team can focus on weather storytelling, wherever and whenever it's needed.

Redefining the modern newsroom

Our managed service allows you to:

- **Lower costs:** Reduced hardware reliance and IT maintenance
- **Flex your capacity:** Instant scalability that matches demand
- **Coordinate with ease:** Seamless, multi-market collaboration and efficiency
- **Go browser-based:** Remote content creation — from the field, studio, or home
- **Cut out complexity:** Simplified infrastructure and product updates

Please note: Max On Demand requires an active Max Cloud subscription to access these managed service capabilities.

Industry-leading weather platform, now delivered through your browser only when you need it.

No content drives viewership like weather.¹ That's why we're reimagining our tech strategy. **Less infrastructure, more flexibility, and greater scalability.**

Max On Demand transforms on-prem Max workflows into a centralized, cloud-based, managed service. We handle all IT management, freeing your team to focus on creating weather stories, not managing infrastructure. Meteorologists can create weather content from anywhere, anytime — and you can make your newsroom more efficient and cost-effective.

Meet the next-gen solution redefining broadcast weather workflows:



Operate with total mobility

Meteorologists build broadcast-quality visuals and manage workflows remotely through browser-based access, supporting flexible staffing and real-time severe weather response from any location.



Scale resources instantly

Auto-scaling automatically adds capacity when demand spikes and reduces it when traffic drops — you only use and pay for what you need, when you need it.



Eliminate station-level dependency

Cloud infrastructure reduces the needs for on-prem workstations, lowering capital expenditures, IT complexity, and ongoing maintenance burdens across your station group.



Coordinate seamlessly

The centralized platform enables instant content sharing and multi-market collaboration, allowing stations to support one another or work together efficiently during breaking weather coverage.



Deliver precision backed by proven weather intelligence

Access over 100 forecast simulations and proprietary datasets from the world's most accurate forecaster,² empowering meteorologists with the science they need for confident decisions under pressure.

Max On Demand product add-ons

Below are the Max platforms currently supported within Max On Demand:

- [Max Weather and Storm](#)
- [Max Traffic](#)
- [MAXimum Earth](#)
- [Max Sky](#)
- [Wind Particles](#)
- [Max Reality \(current Max Reality customers only\)](#)

Please note: All functions are currently limited to 'Show preparation' and 'Scene Building'

Max On Demand: Scale instantly. Spend smarter. Work from anywhere.

To learn more about Max One Pro's digital weather streaming solution, contact our media experts today.

Get started →

¹ Heller Weather: Pew Research-Weather is Number One local News Topic

² [ForecastWatch, Global and Regional Weather Forecast Accuracy Overview](#), 2021-2024, commissioned by The Weather Company

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