

ReelSphere

Meet the demand for smart weather videos.

For today's streaming platform providers, effectively reaching digital audiences means curating and publishing unique, compelling content 24/7.

One of the most sought-after pieces of content is weather. With the increasing amount of volatile weather throughout the world, the demand for this content is even greater, but how can you deliver an on-demand, personalized forecast for each viewer?

Automated content.
Customized experiences.
Powerful results.

ReelSphere from The Weather Company helps you increase engagement and monetization on your platform by creating automated weather content.

Retain audiences with 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 a generic voice along with captioning for added context and accessibility. Companies can also use first party data to better target and deliver videos to viewers.

The result? Increased value and engagement that drive additional revenue with rich, adaptive weather reels.

Be one of the first streaming platforms to offer local weather details that will keep audiences engaged longer.

Key benefits

ReelSphere is designed to drive audience engagement and increase profitability by offering:

- **Smart tech:** Video composition adapts based on weather conditions and proximity to the weekend. What's more, videos can even highlight the best times to get outside and enjoy the weather.
- **New revenue stream:** Stories go beyond the weather facts to provide engaging lifestyle content attractive to sponsors and advertisers.
- **Video narration:** The voiceovers are AI-generated along with the captioning for added context and accessibility.
- **Strong branding:** Each reel can leverage The Weather Channel branding or be customized for your platform.

For more information or to request a demo of ReelSphere, email business@weather.com.