

The Weather Channel

Weather for my life

Live. Personal. Exciting.



This is the Weather Channel

BurdaForward's weather web portal

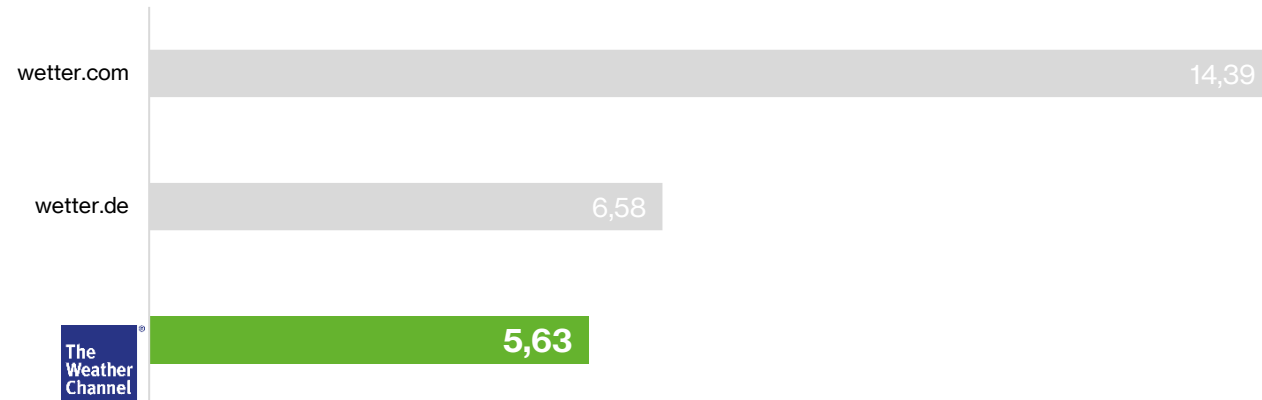
Everyone is interested in the weather. And we are so interested in it that we update our forecasts every 15 minutes, making our **regional forecasts the most precise ones**.

As part of the IBM family we have access to a **large repertoire of technologies**. **More than 300 million users worldwide** trust the forecasts provided by The Weather Channel.

Editorial concept

- **Real-time** – No matter where and when, we provide our users with the latest weather data.
- **Evaluations** – More than just a weather forecast: We also make sure to present allergy, leisure, travel and garden weather information.
- **News** – We think outside the box, report about global weather events and explain how, for example, climate phenomena in the tropics impact the weather in Germany.

The Weather Channel ranks in 3rd place among the competition in Germany (million UU)



5,63m

Unique Users



71.85m

visits



122.13m

page impressions



17.31m

video ad impressions

High reach on all devices

5.63m UU

total digital reach

0.42m UU

online reach

5.25m UU

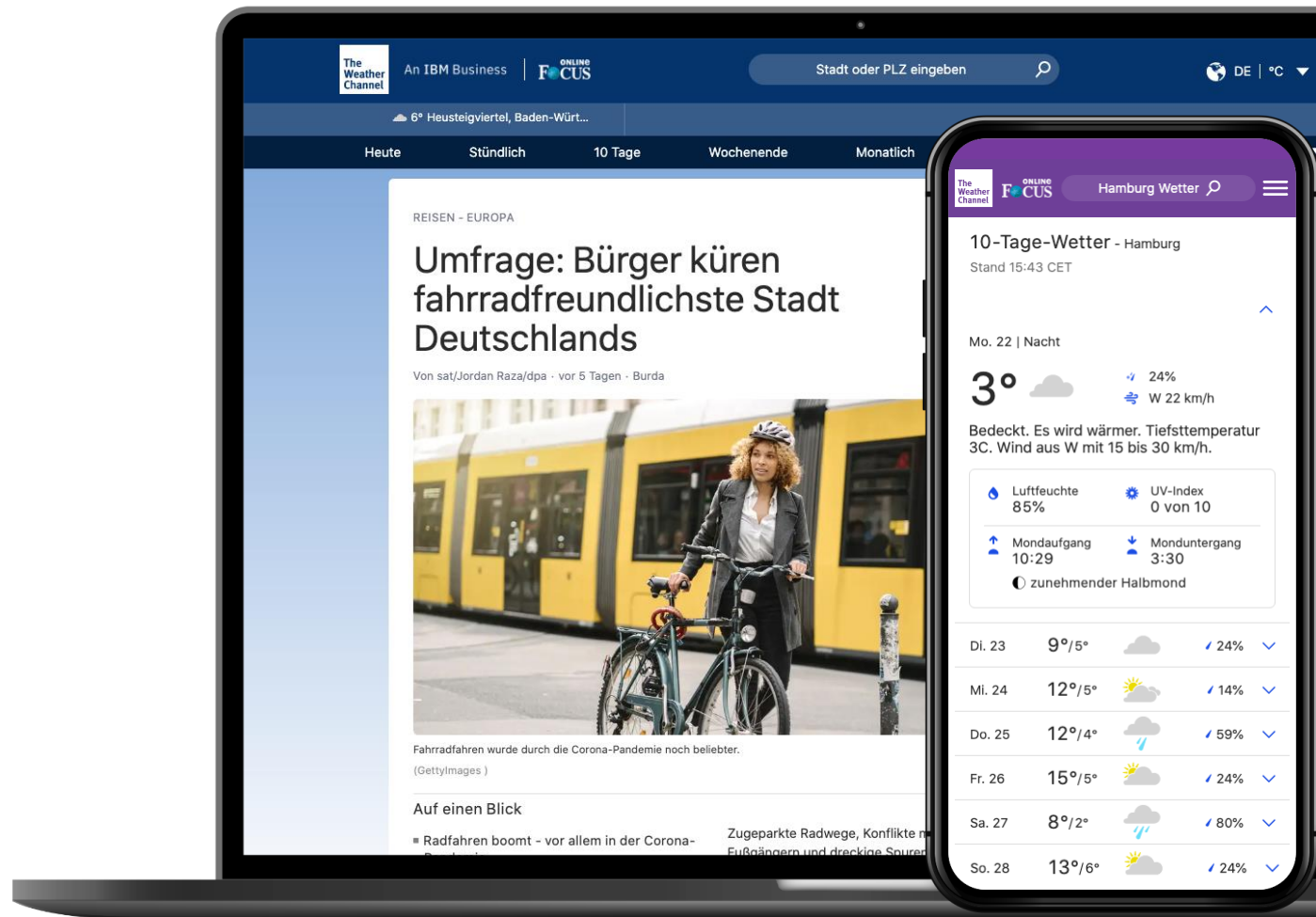
mobile reach

0.07m UU

iOS app reach

0.17m UU

Android app reach

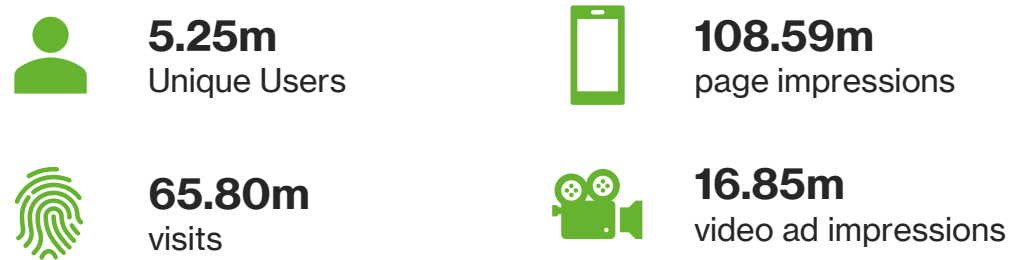


Source: AGOF daily digital facts, April 2021, single month (April 2021), population: aged 16+

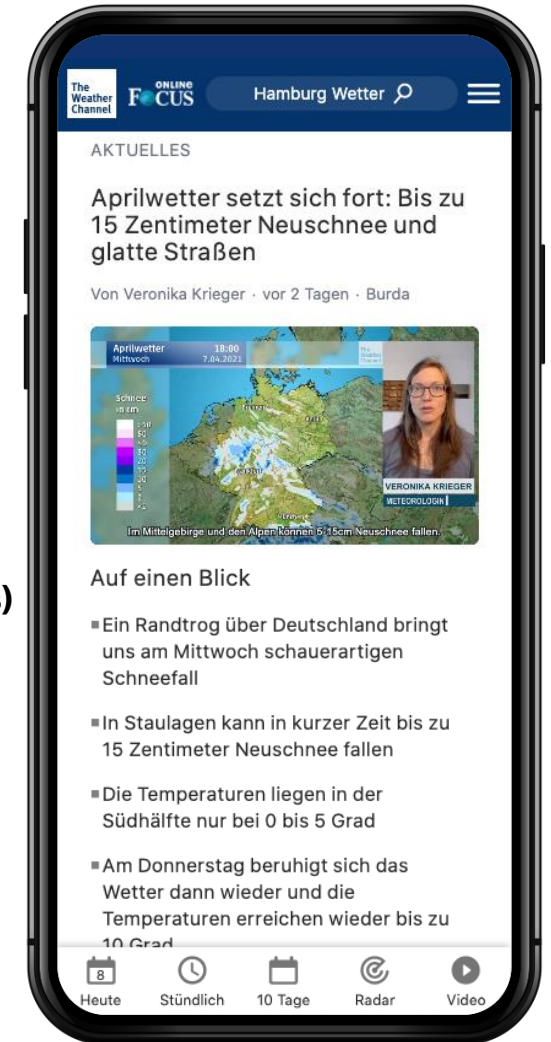
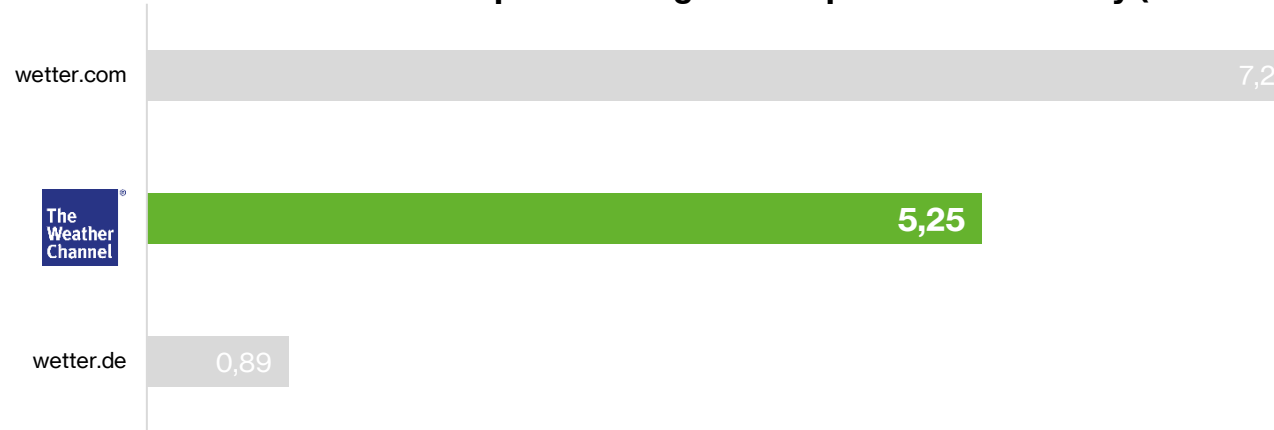
This is The Weather Channel – mobile*

BurdaForward's mobile weather web portal

Also with our mobile website we accompany our users with **real-time weather forecasts** and **news** on other topics. We think of our users' health and lifestyle and provide, for example, information on air quality and the perfect weather to go on a trip or on holidays. With us, our users are **prepared for everything!**



The Weather Channel ranks in 2nd place among the competition in Germany (million UU mobile websites)



Sources: AGOF daily digital facts, April 2021, single month (April 2021), population: aged 16+; IVW 07/2021; video ad impressions: in-house analysis: total inventory July 2021
* mobile web and in-app traffic

Our USPs



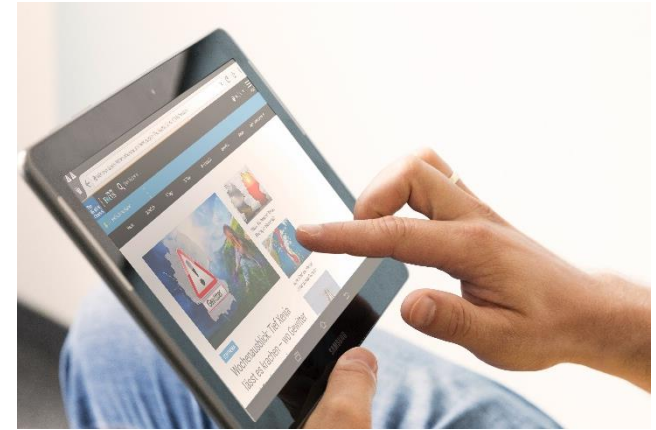
Supported by AI

IBM Watson allows us to update our forecasts in real time and to provide our users with the **most precise weather forecasts** for their region.



Lifestyle and health.

We interpret the local weather and provide health (air quality, pollen, UV, etc.) and lifestyle related information (forecasts for trips, travelling, etc), so that our users can enjoy the **weather in the best possible way and prepare, accordingly.**

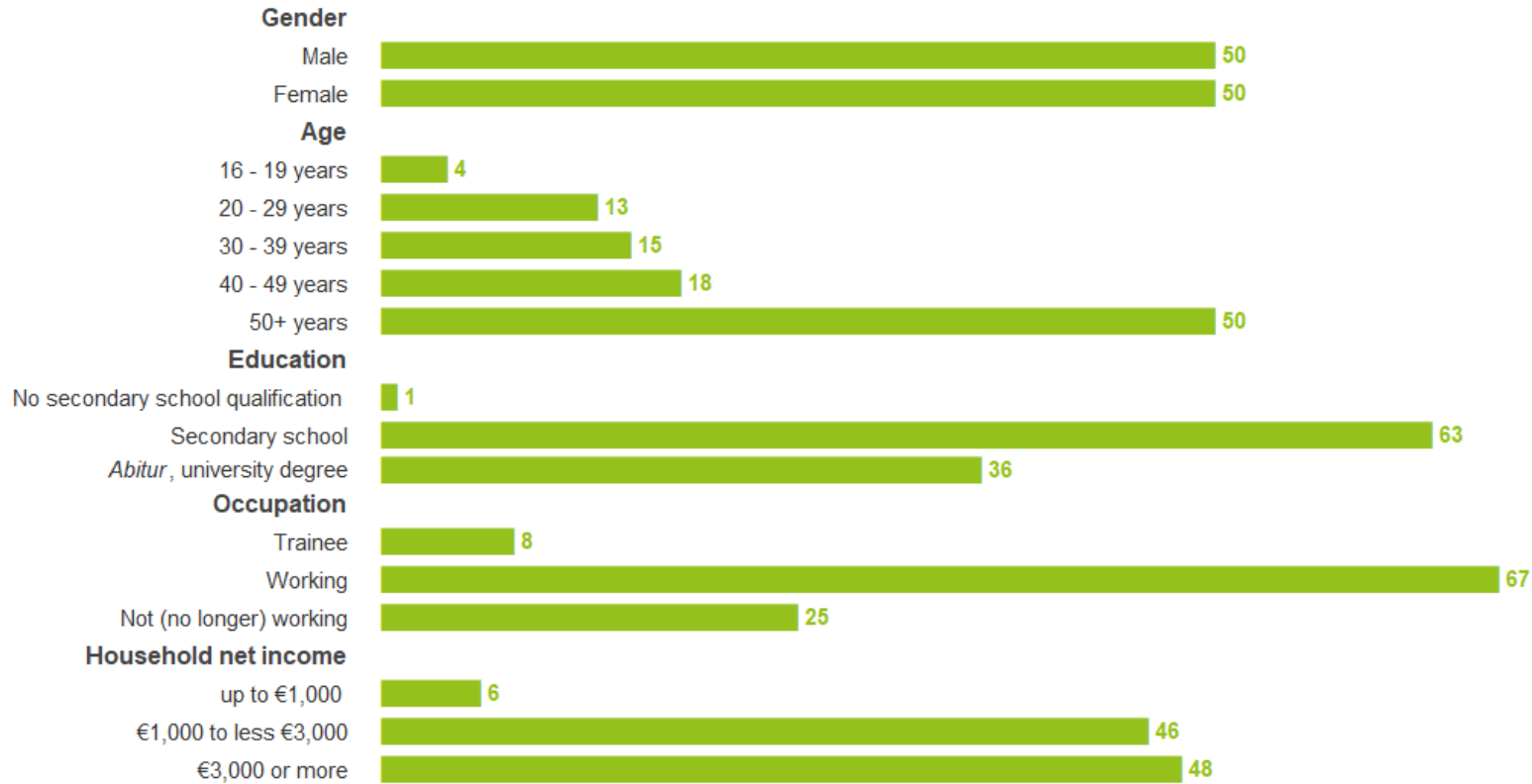


Allrounder.

In addition to weather news, we also cover other topics on which the weather can have an immediate impact. So, we also make room for **travel, family, astronomy, climate and environmental** news.

Sociodemographics

Proportion in %



Sources: AGOF daily digital facts, April 2021, single month (April 2021), population: aged 16+



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