

Project        Project #7527 The Weather Company broadcast  
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## **PROJECT #7527 – The Weather Company broadcast customer competitive advantages video script**

### **OVERVIEW**

This short video will highlight The Weather Company's competitive advantages for broadcast stations.

Visuals will be stock footage plus limited animation.

	<b>VO</b>	<b>Visual</b>
1	Somewhere there's a system forming. A sky clearing. A snow about to fall.	<ul style="list-style-type: none"> <li>• Time-lapse/sped up stock footage clips of clouds</li> <li>• Stock footage of a sunny sky</li> <li>• Stock footage of a light snow falling</li> </ul>
2	<p>Your audience is counting on you to tell them about it—and that trust keeps them tuned in.</p> <p>That's why you need a weather information partner you can trust, too.</p>	<ul style="list-style-type: none"> <li>• <i>Florida Move.mov</i></li> <li>• Stock footage of someone watching a mobile device</li> <li>• Stock footage of someone watching TV</li> </ul>
3	That partner is The Weather Company, an IBM Business.	<b>The Weather Company logo</b>
4	<p>For broadcasters who want the industry's leading technology platform, data and service to help them increase profitability and save lives, there's no comparison.</p> <p>The Weather Company leads the way with everything from comprehensive weather data to Watson-enabled mobile solutions.</p>	<ul style="list-style-type: none"> <li>• <i>Max Reality compilation.mp4 (1:40 to 1:43)</i></li> <li>• <i>Max Reality compilation.mp4 (0:50 to 0:53)</i></li> <li>• <i>Max Reality compilation.mp4 (1:58 to 2:01)</i></li> <li>• Stock footage of a sunny day in a residential neighborhood or generic city</li> <li>• Stock footage of someone using a mobile device</li> </ul>

5	<p>It all starts with the best information. The Weather Company ingests more observation data from more sources...</p> <p>to generate the most accurate forecasts.</p>	<ul style="list-style-type: none"> <li>• Stock footage of a commercial-grade anemometer or weather station</li> <li>• Stock footage a big white satellite dish (the sort of thing used for TV transmission)</li> <li>• <i>KTRK_08-22-2016_18.20.10.mp4</i> (0:17 to 0:21)</li> </ul>
6	<p>Then there's customer service. The Weather Company's support team is ready to help, day or night.</p> <p>Your relationship includes ongoing training and valuable resources like graphic design services.</p>	<ul style="list-style-type: none"> <li>• <i>Max Sky Kiosk San Fran.mov</i></li> <li>• <i>WTVD_03-03-2017_23.20.22.mp4</i> (0:03 to 0:07)</li> </ul>
7	<p>You'll stand out in your market with customized, differentiated graphics, so no telecast is the same.</p> <p>And you can step up your game even more with Max Reality visuals.</p> <p>The Weather Company also offers Max Traffic XD, the industry's only integrated weather and traffic product.</p>	<ul style="list-style-type: none"> <li>• <i>NAB_2017_Differentiation-Max_examples.mk2.mp4</i> (0:23 to 0:30 + more if necessary)</li> </ul> <p>Type on screen: <b>Max Reality</b></p> <ul style="list-style-type: none"> <li>• Stock footage of a jammed highway</li> </ul> <p>Type on screen: <b>Max Traffic XD</b></p>
8	<p>And The Weather Company keeps delivering exciting, innovative products,</p> <p>including mobile push notifications powered by Watson.</p>	<ul style="list-style-type: none"> <li>• <i>Rainfall rate-modified.mov</i> (0:03 to 0:11)</li> <li>• More footage of people using mobile devices</li> </ul> <p>Type on screen: <b>Innovation</b></p>
9	<p>The Weather Company is ready to help you engage your audience and generate revenue opportunities.</p>	<ul style="list-style-type: none"> <li>• Stock footage of a diverse range of people enjoying outdoor activities in various kinds of weather: Kayaking in the rain, kids sports on a sunny day, snow skiing, etc.</li> </ul> <p>Type on screen: <b>Customer First</b></p>
10	<p>Because the weather matters to everyone in your audience. And they</p>	<ul style="list-style-type: none"> <li>• <i>WTVD_09-30-2016_16.20.48.mp4</i> (0:05 to 0:10)</li> </ul>

	learn about it first from you.	
11	<p>Get the highest quality data, service, and broadcast-specific weather and traffic products.</p> <p>Choose the leader - The Weather Company.</p>	<ul style="list-style-type: none"> <li>• <i>Euro Earth Jet Stream.mov (0:00 to 0:02)</i></li> <li>• <i>Goes16 IR Night Time.mov (0:03 to 0:06)</i></li> <li>• Stock footage of clouds</li> </ul> <p><b>[ logo ] The Weather Company</b></p>