

Fact Sheet



# Weatherscan Local

by The Weather Channel®

November 2001

## WHAT'S IN THE BOX?

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*Weatherscan Local by The Weather Channel features customized local weather information continuously, 24 hours a day. Each content frame can include your logo, providing local brand exposure.*

### WEATHER INFO YOU WANT

Surveys have consistently shown that people have an ongoing interest in the weather—particularly as it relates to them and their interests. More and more, people want local weather and lifestyle information around the clock. For example, people in Palm Springs, California may be more interested in golf information than they are in ski information. But people in Lake Tahoe, California are more interested in ski information.

### WEATHER VIA THE INTERNET

The Weatherscan host connects to the Weatherscan Local client at each headend location via a static TCP/IP Internet connection. This Internet link

enables The Weather Channel to provide a high degree of customization for local markets.

### WEATHER INFO YOU NEED

You have always relied on The Weather Channel to help you plan your day. But Weatherscan Local gives you the specific local information that you need, when you need it.

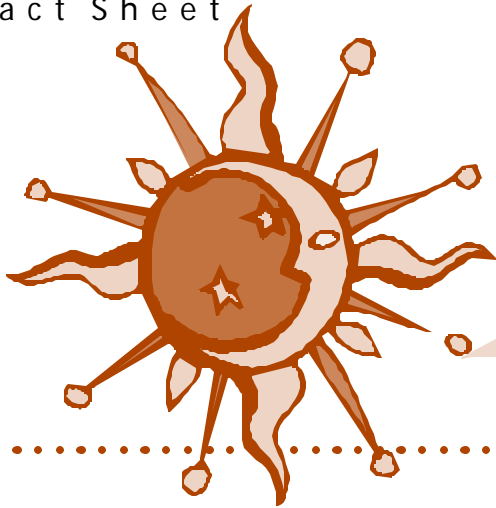


## Did you know...?

According to the new Myers Media Economics 1999 Media Brand Tracker, consumers consider The Weather Channel the #2 strongest television network brand.



weather.com



# Weatherscan Local Options

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Weatherscan Local by The Weather Channel allows you to choose up to six customized Lifestyle Packages along with a Core Package of local weather information.

## CORE WEATHER

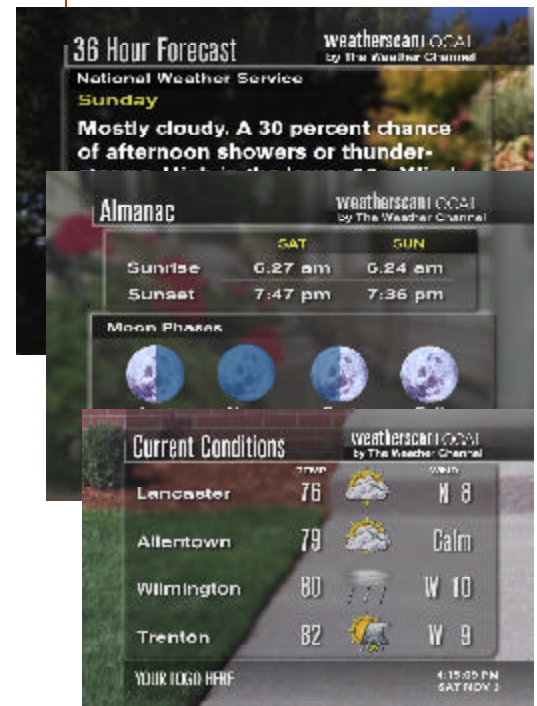
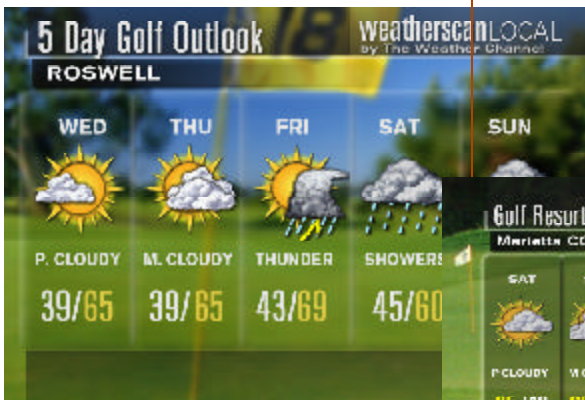
- ☛ Current Conditions
- ☛ Local Observations
- ☛ Local Radar
- ☛ 36-Hour Forecast
- ☛ Extended Forecast
- ☛ Regional Radar
- ☛ Regional Satellite
- ☛ Almanac
- ☛ Background Theme choices (4 changes per year)
  - ✓ Urban/City
  - ✓ Neighborhood

- ✓ Forest
- ✓ Southwest
- ✓ Ocean (east or west)
- ✓ Mountain (east or west)
- ✓ . . . and more to come

## CUSTOM PACKAGES

- ☛ Lifestyle Information Packages
  - ✓ Golf
  - ✓ Boat and Beach
  - ✓ Travel Outlook
  - ✓ Outdoor Activity—Summer
  - ✓ Outdoor Activity—Winter

- ✓ Spanish Forecast
- ✓ International Travel
- ✓ Garden
- ✓ Ski
- ✓ Mini-Core
- ✓ Health
- ✓ Aviation
- ✓ Fall Foliage
- ✓ Airport Package
- ☛ Alternate-Site Core Weather Packages (additional Core Weather Packages can be selected for multiple reporting sites.)



Golf Package

Neighborhood Theme