

# Max Traffic



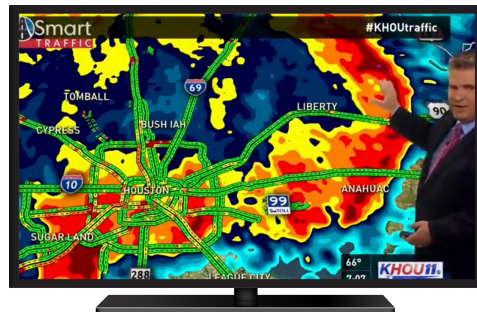
Drive viewers to every screen

Traffic is a daily habit for your viewers and a news category that only local television stations can cover. With the impact of viewers' traffic coverage being so great on our lives, it's no wonder research shows that for 83 percent of viewers, traffic coverage plays a major role in creating a preference for their local newscast. This percentage remains high, even as viewers turn increasingly to mobile devices for traffic news on the road. With Max Traffic's beautiful, engaging graphics and digital media integration, it can help you dominate and own the traffic category in your market on virtually every device. Based on the size of your designated market area (DMA), that can mean annual traffic sponsorships of USD 150,000 - 250,000.

## Graphics your audience will want to wake up to

Your viewers' morning commute is their most important and hectic of the day. The morning traffic report is an opportunity for your viewers, and your station, to start the day right. Max Traffic is changing the morning traffic report with integrated weather and traffic. For busy commuters, this is appointment television.

The Max Traffic virtual camera makes even the most daunting traffic look great, for a traffic story too compelling to look away. Your traffic reporter will use the virtual traffic camera to interactively show traffic situations anywhere in your DMA. So real it's like having a traffic camera on-demand across your entire market.



## Traffic and weather together, where they belong

Research shows that 59 percent of traffic viewers want traffic news reported in the larger context of the weather story. Max Traffic seamlessly integrates these elements into one concise, powerfully illustrated narrative. Better pictures make a better story, so now we're optimizing the incredible realism we developed for Max Sky's weather visualizations to help you produce a more compelling traffic report.

Recent nationwide research found:



**83 percent**

of viewers watch the morning news for traffic



Mid-sized markets

**Up to USD  
150,000-200,000**

per sponsor, per year

## See ROI in months

Max Traffic's graphics and storytelling features have already made it one of the fastest-selling traffic reporting systems in the country. To maintain our momentum, we're offering Max Traffic at a more competitive price than ever before through our new, cloud-based Cirrus software service. This means you can expect a complete return on your Max Traffic investment in just months based on typical sponsorships.

## Post and profit on every screen

Be first to break the traffic story on Facebook, Twitter and other mobile platforms with easy, automated posting. Build your audience, engage them and turn them into traffic reporters, adding their social media content into the broadcast using touch-screen or in-key gestures. With Max Traffic, the same broadcast-quality data feeds can be used on your station's website and mobile apps.

Visit [weathercompany.com/media/max-traffic](http://weathercompany.com/media/max-traffic) or reach us by email at [business@weather.com](mailto:business@weather.com).

© Copyright The Weather Company 2024

Produced in the United States of America  
November

The Weather Company is a registered trademark of TWC Product and Technology, LLC. This document is current as of the initial date of publication and may be changed by The Weather Company at any time. Not all offerings are available in every country in which The Weather Company operates.

All client examples cited or described are presented as illustrations of the manner in which some clients have used The Weather Company products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual client configurations and conditions. Generally expected results cannot be provided as each client's results will depend entirely on the client's systems and services ordered.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. The Weather Company products are warranted according to the terms and conditions of the agreements under which they are provided.