

# Increase Your Share Of The Mobile Audience To Increase Your Share of the Entire Weather Audience

## MAXMOBILE

Harness The Power Of The Mobile And Digital Video Boom With The Only Station Branded Weather App Proven To Deliver Peak Performance

Weather applications are among the top five most-downloaded apps, but local television stations have only 11% of the action. The challenge is to provide a first class weather app experience for the user while efficiently and economically integrating your unique assets, branding, cross-promotion and advertising efforts

**Max Mobile**, the most downloaded white-label weather app, makes it easy to leverage station weather content across multiple platforms. With success like that, you've got to make more of it. That's why we've developed three engaging, unique designs to help you leverage your most valuable assets.

Video content is what television stations do best, and it's also the most valuable inventory for advertisers. Active users visit 18 times per month with extremely high retention rates. Offering video not only provides compelling content, but it brings your station's weather brand front and center to drive traffic back to your broadcast. Max Mobile makes it easy to bring in your stations video content by supporting industry standard MRSS feeds.

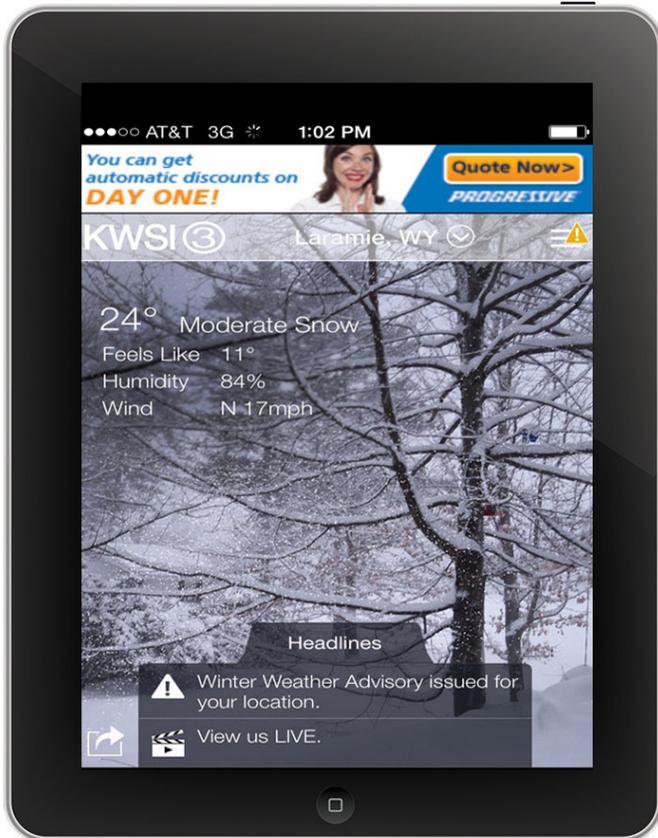
Max Mobile is the only white label app available to broadcasters that provides lightning map displays to your mobile users. In addition, you can include your station-owned radar as a live, sweeping display on the Max Mobile map.

Our most successful stations promote their weather apps relentlessly on their newscasts. As a result, our Max Mobile App achieves far higher reach than other local apps, with high-performing stations reporting over 500,000 downloads and multiple sponsorships over \$250,000.



**WSI**<sup>®</sup>  
WEATHER CENTRAL

# MAXMOBILE



With more than 22 million downloads and counting, WSI's Max Mobile App offers these additional features your weather audience wants and your station can monetize. In fact, studies show that weather drives more than 2X higher ad engagement than other types of online and mobile content. Max Mobile users are also engaged more of the time: 35% of Max Mobile viewers use the app at least 18X per month.

## Push It!

Max Mobile push alerts put the control in your weather team's hands, consistently delivering more content, and faster than competitive solutions. Text or talent recorded audio, the ability to showcase your unique content gives viewers a reason to tune in, stay longer and come back for more, resulting in higher ratings and revenue. A recent study by the Center for Media Research found that pushing content throughout the day drives 26% more content consumption.

## We Have A Situation Here

When weather is at its worst, you want your best content front and center. Max Mobile's new automated situational headlines make sure the most important app content jumps to the front of the app based on breaking weather conditions. You'll increase app usage, ad impressions and drive users back to TV by notifying them of new and relevant video content and changing weather situations without having to rely on station personal remembering to do it. Or have your weather staff trigger the changes long before the NWS ever issues an alert.

## More Differentiation

Everyone likes choices. How about three? To offer differentiation and make sure you stand apart from the competition, Max Mobile now comes with three unique user experiences, all with their own look, feel, and app navigation. Customization options include station backgrounds and localized weather photos tied to weather situations and events. Each was designed to drive more user engagement for longer sessions that deliver more content and more advertising.

## A Record Of Success

Local TV stations around the country are turning the mobile revolution into their competitive advantage through Max Mobile. For example, one small broadcasting group increased sponsorships by \$2,000 per month per station using Max Mobile in the first year. By the second year, over 400,000 viewers had downloaded the app, resulting in over 80 million page views per year. Today, the group estimates that the Max Mobile app will generate 10X its cost in new revenue for the year!

## NEW Features Make Max Mobile Even Better



We've taken Max Mobile to new heights with new features that make it easier for users to find what they're looking for, personalize their experience and get the latest headlines and alerts sent directly to their mobile devices. Our unique lightning data helps keep your audience safe when dangerous thunderstorms approach. There's never been a better time to put Max Mobile to work for you.

### Max Mobile: Our Technology, Your Talent, No Limits

- Situational Headlines and automated text or audio push alerts keep viewers informed of late-breaking weather news, severe weather developments and more
- Deliver Late-breaking news on storms and severe weather thru live, streaming video which helps to drive higher viewership on your air up dates
- Leverage your station's assets by delivering video forecasts and displaying your station-owned radar data
- Keep your audience safe with WSI's unique lightning data
- Stand apart from the competition with unique designs featuring your station's look and feel
- Available in English and Spanish language versions