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Accuweather

Event Sponsor :





ACCUWEATHER RCS + SAMSUNG MAAP



The weather: we love to talk about it



Lisa Smyth

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Follow



Irish people have never been so happy; 24 hour guilt-free non-stop talking about the weather! #ophelia

12:46 PM - 16 Oct 2017

944 Retweets 3,697 Likes



26

944

3.7K





We're talking about it more than ever

There has been **160%** growth in searches for “what’s the weather today” over the past two years.

– Think With Google, June 2017

75% of smartphone users ages 14+ y/o surveyed in Germany said the top piece of content accessed on their device **is the weather.**

– eMarketer, June 2017



But why?

Greater
availability

Improved
accuracy

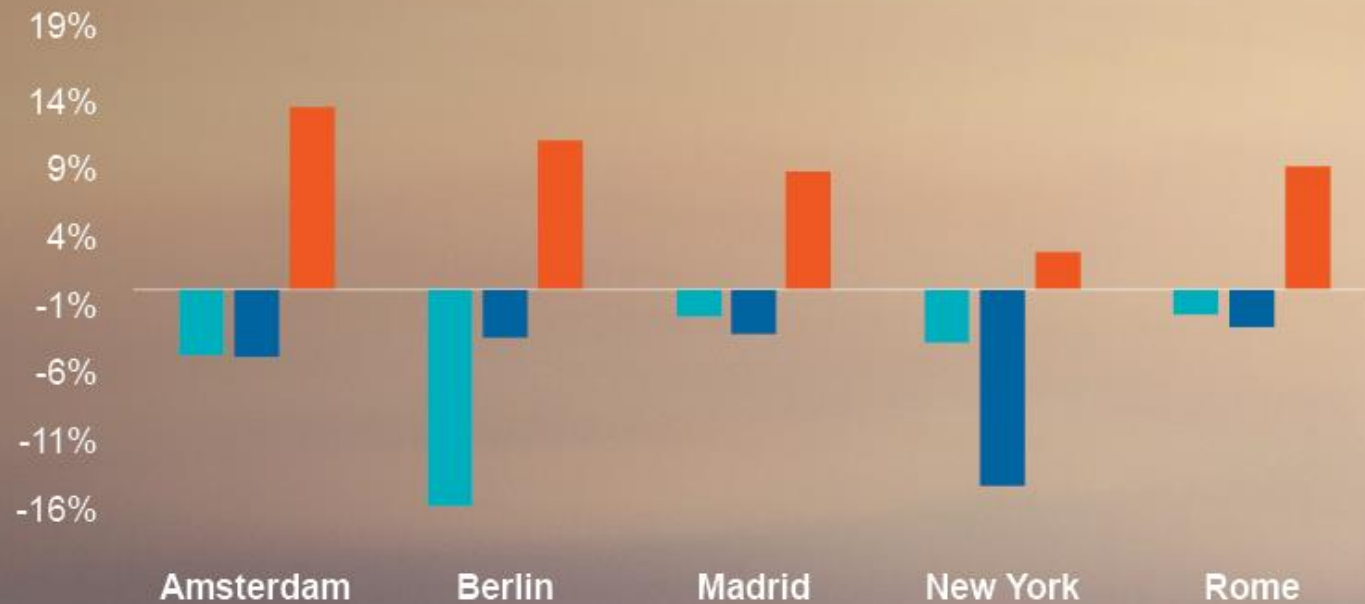
Higher impact

and desire for
control



Weather has subtle impacts on our psychology

Change in Energetic Music



Cloudy Rainy Sunny

Research summary:
<https://insights.spotify.com/us/2017/02/07/spotify-accuweather-music-and-weather/>





Weather has dramatic impacts on consumer behavior

Products	Sunlight condition (mean willingness-to-pay in \$)	No sunlight condition (mean willingness-to-pay in \$)	t-values	p-values
Green tea	4.61	3.35	2.36	0.021
Orange juice	3.51	2.90	2.19	0.032
Gym membership	41.67	32.89	2.07	0.042
Airline ticket	517.98	400.00	2.20	0.031
Newspaper subscription	17.79	11.41	2.30	0.024

Murray, K., et al. “The effect of weather on consumer spending.” Journal of Retailing and Consumer Services, 2010.



We're delivering weather content at unprecedented scale

WORKS WITH MORE THAN
HALF OF THE FORTUNE 500
AND THOUSANDS MORE



AVAILABLE ON MORE THAN
1.5 BILLION MOBILE AND
SMART DEVICES

FEATURED ON
180,000+ WEBSITES
AND 100+ TV STATIONS

ANSWERS 45+ BILLION
DATA REQUESTS
EACH DAY

FEATURED ON
600+ RADIO STATIONS
AND 700+ NEWSPAPERS

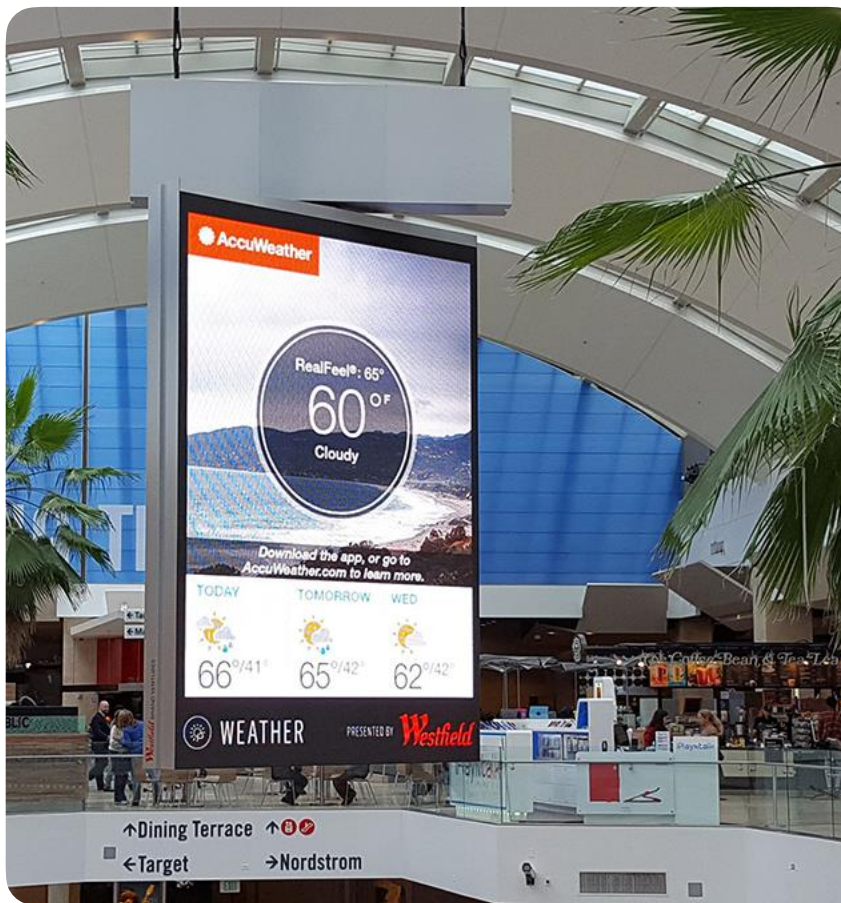


CABLE NETWORK AVAILABLE
IN 24 MILLION HOMES ON
DIRECTV, VERIZON AND FRONTIER

SAVED TENS OF THOUSANDS
OF LIVES ACROSS THE
U.S. AND GLOBALLY

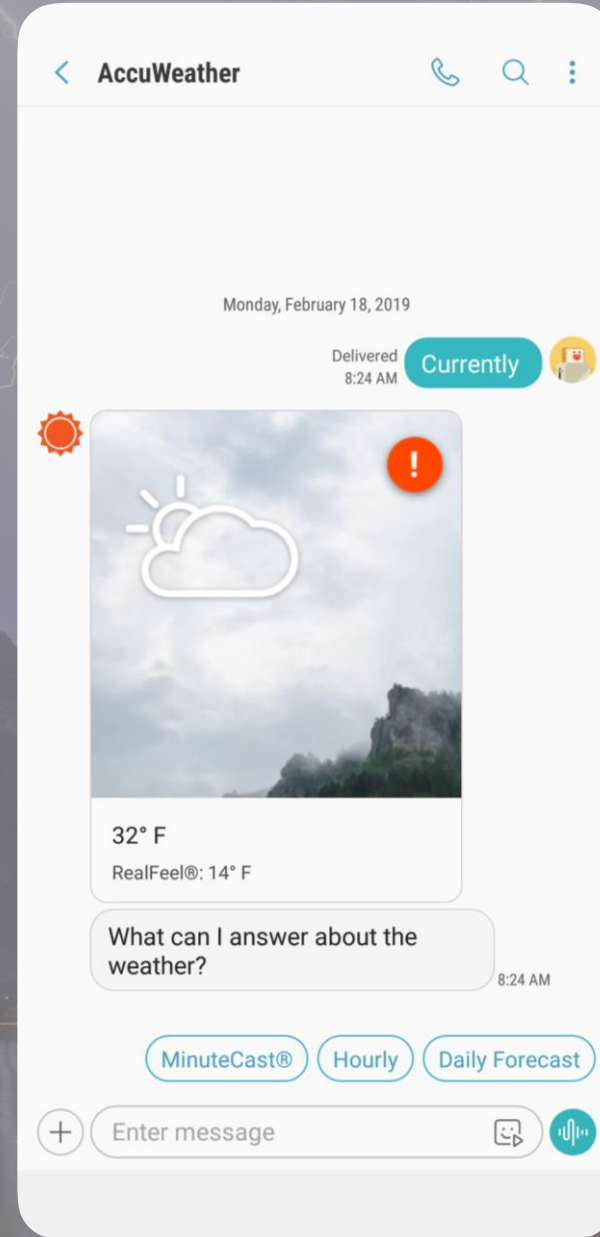
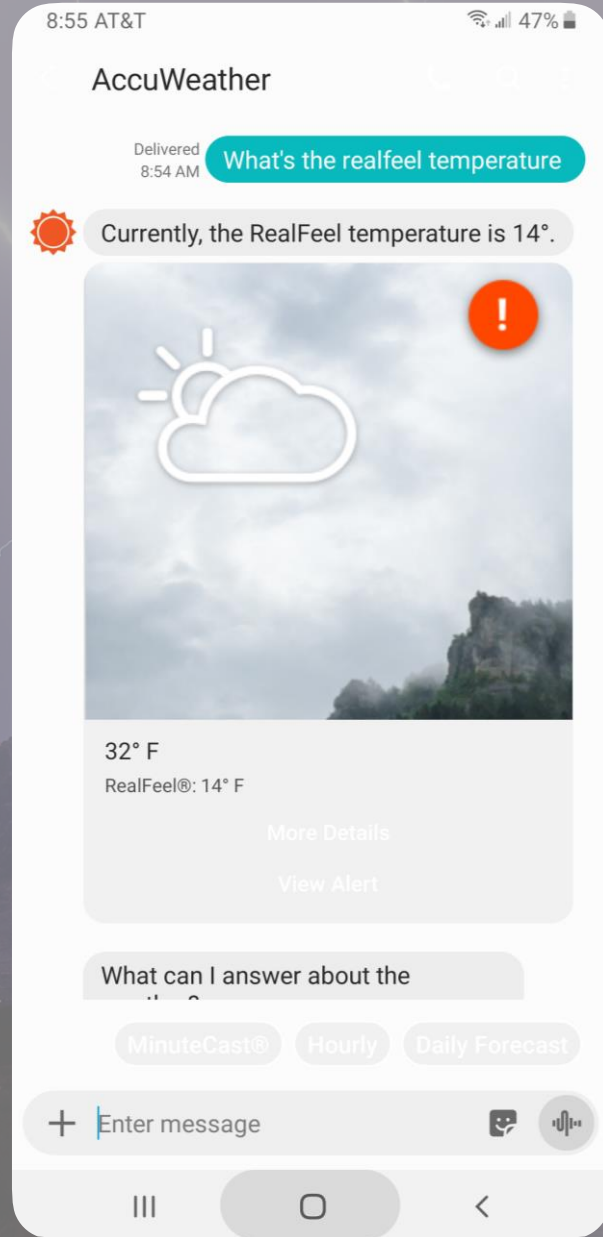


Investing in the platforms of tomorrow



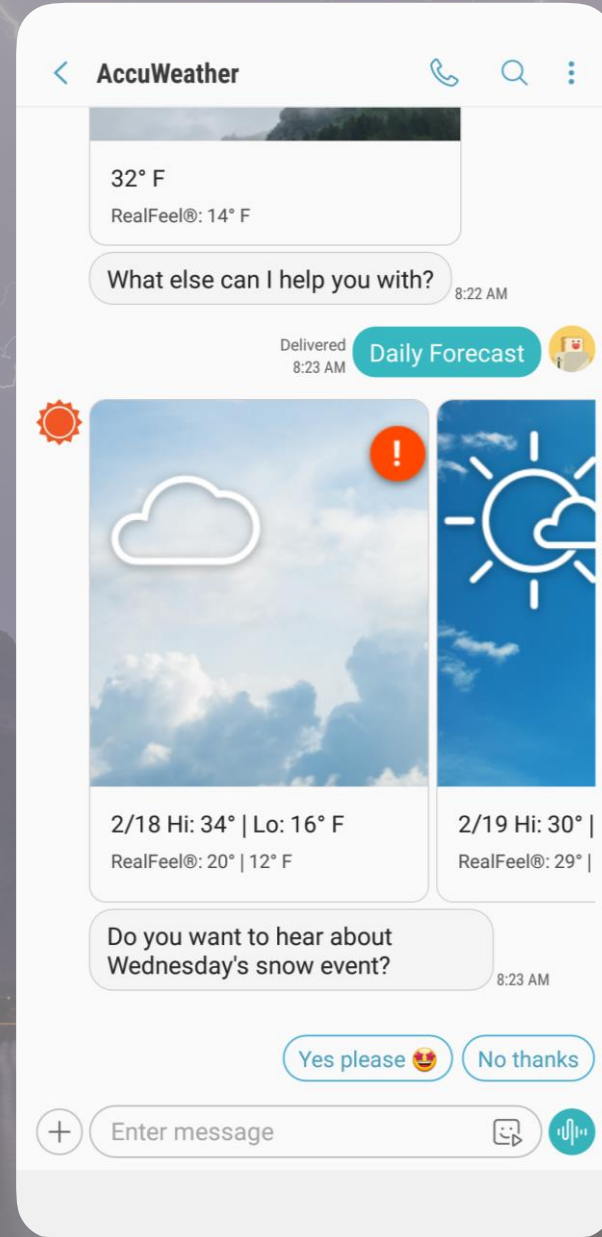
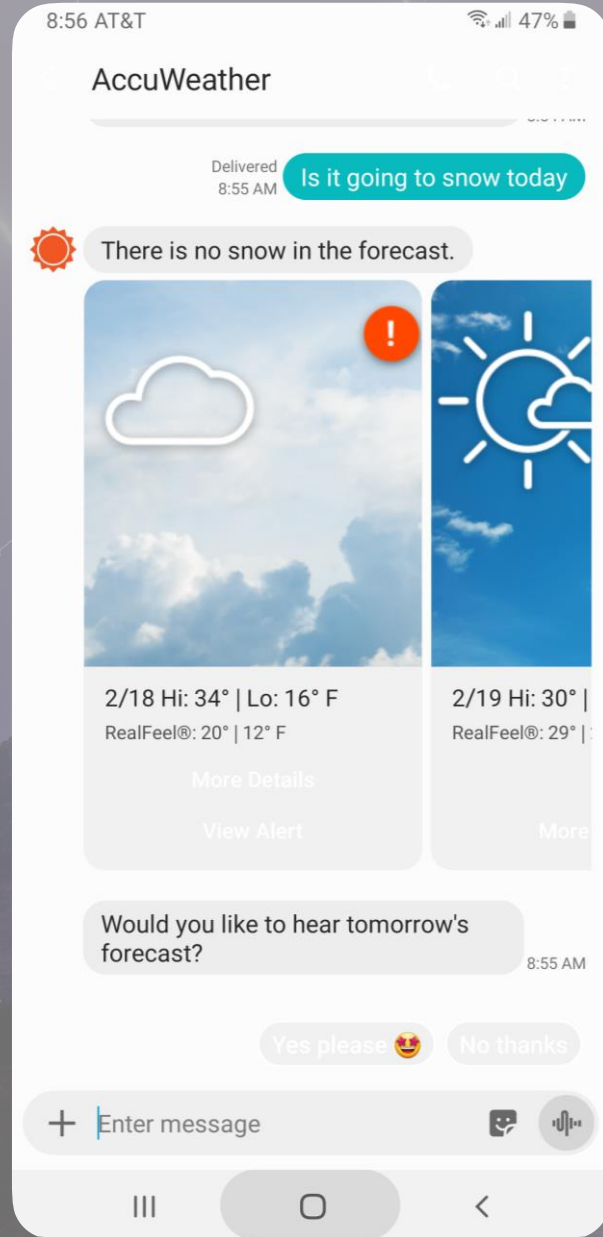


Making weather dynamic and accessible via our RCS chatbot





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THANK YOU

