

## The Weather Channel [www.weatherchannel.com.au](http://www.weatherchannel.com.au)



The Weather Channel is Australia's only dedicated weather team broadcasting the latest weather information from around the nation with up-to-the-minute weather reports throughout the day.

The Weather Channel also offers an exclusive interactive weather service 'Weather Active' which allows the viewer to access weather reports and forecasts for their suburb instantaneously. Simply by pressing the RED button on the viewer's remote they will immediately access the current and forecasted conditions for the viewer's local area or for any region throughout Australia and the world.

The Weather Channel's expert weather team brings comprehensive weather news stories, topical activity reports and a fascinating insight into what makes the weather and climatological change a crucial part of life in Australia. The Channel broadcasts a range of weather based programming from interstitial based environmental series to comprehensive reports covering dam levels, rural weather, beach, surf and snow conditions.

The Weather Channel – Live By It.

### Profile

The Weather Channel reaches on average 384,000 people each week in the regional market

Weather Channel fans spend 14% more on groceries, compared to the general population

56% of Weather Channel viewers are Grocery Buyers

18% of Weather Channel viewers are OG1s

Source: OzTAM, All Regional Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR Panorama, Jan-Dec 2009

### Online statistics

Page impressions: 2,238,446  
Average Session Duration: 14m 29s

Unique Browsers: 257,822  
E-newsletter 23,380

## Key programs



### Country Skies

Daily at 5:30am, 12:30pm & 11:30 pm

Country Skies is The Weather Channel's all-new dedicated weather report covering the rural areas across Australia. Each day, the report will deliver comprehensive information for key agricultural districts and include a detailed weather analysis for the:

- Seven-day rainfall predictions
- Rainfall deficiencies
- Drought index percentages
- Local dam levels
- Wind speed and direction
- Humidity indications
- Cloud cover
- Relevant weather warnings

Country Skies, where the weather meets the land.



### Cold & Flu Report

A comprehensive weather report with an exclusive Cold & Flu index.

The weather has a major impact on our daily lives and on our health, especially during the Winter months. Australia's only 24 hour weather channel is the first port of call for viewers seeking weather information. The Weather Report also features a specially formulated Cold & Flu Index which measures several variables such as maximum temperature, wind, rainfall & humidity.



### Beach and Surf Report

Daily at 20 minutes past every hour.

The Weather Channel has joined with Coastalwatch in a new surf data partnership. The Weather Channel's powerful weather information database and Coastalwatch's local knowledge take our surf reports to a new level. The Weather Channel's surf reports offer information on 11 regions of Australia. They include detailed daily updates and forecasted conditions.

