

## 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's audience has increased 30% year on year

50% of Weather Channel viewers are Grocery Buyers

Weather Channel viewers are 44% more likely to have investments worth over \$150,000

It reaches on average 319,000 people each week in the regional market

Weather Channel viewers are 15% more likely to spend \$200+ a week on groceries

Source: OzTAM, All Regional Homes, Wks 1-52 2009 NMR Panorama, Nov 08 - Oct 09.

### Online statistics

Page impressions: 3,377,944  
Average Session Duration: 11m 13s

Unique Browsers: 230,598  
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.



### Green Minute

Daily just before half past the hour

Green Minute is designed to motivate and involve viewers in the most important discussion of the 21st Century, climate change. Highlighting new gadgets, gizmos, cutting edge inventions and prototypes of new 'green' products that are, or soon will be, available to Australians. This series is about issues that affect the lives of everyone – and future generations. The message is save energy, save money and save the Earth. Topics include green hotels, eco-fashion, green architecture, regenerating towns, solar powered laundries and recycled kitchens, bio-villages, conservation of World Heritage areas such as The Great Barrier Reef and much more.



### Beach & Surf Report

Daily at 20 past the hour

The Beach and Surf report delivers a snapshot of your day at the beach, essential to any beachgoer. This report covers off all the changing beach and surf conditions for family destinations and surfing hotspots around Australia's coastline.

