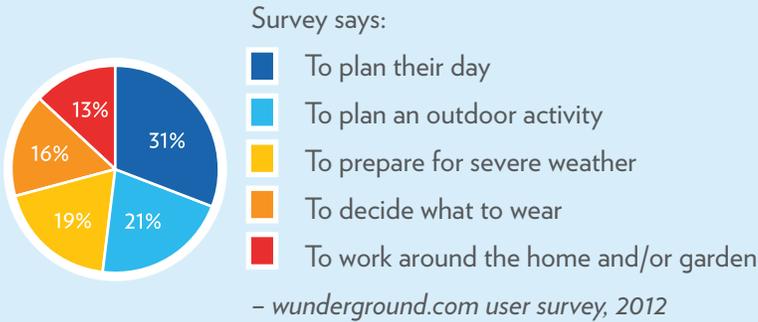


WHY WEATHER?

Why do people check the weather?



“The number of people checking weather online has doubled in the last 5 years.”

– Associated Press Survey

WHY WUNDERGROUND.COM?

AUDIENCE

Quantcast, August 2012 Quantified

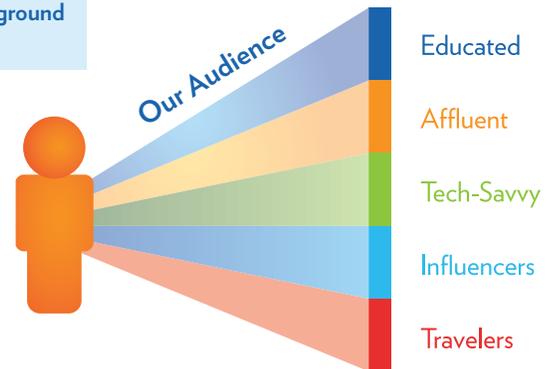
US Monthly Unique Users: 9.8 million
Worldwide Unique Users: 13.5 million
Average Pageviews per Person/Month: 11.93

comSCORE, August 2012

US Monthly Unique Users: 10.56 million
US Average Monthly Page Views: 191 million
79.78 Million users check the weather online

Quality Audience Profile	Yahoo! News	The New York Times	CNN	Weather Underground
	Index	Index	Index	Index
Profile Point				
HHI: \$150K+	95	121	137	149
HHI: 100K+	101	114	126	128
Post Grad	117	158	205	170
Executive/Managerial	109	120	123	132

Nielsen @Plan, Q2, 2012



“America’s Best Weather Forecast - It’s on Weather Underground, and you should start using it now.”

– Slate, 2012

DATA

Did you know?

Weather Underground provides weather solutions to some of the world’s largest media companies such as Apple, The Associated Press, Google, CBS, Hearst Corporation, News International and Ask.com.



TARGETING

WEATHER
BEHAVIORAL
CONSUMER
SPENDING

DAY-PART
 DEMOGRAPHIC
GEO

EXCLUSIVE CAPABILITIES

NIELSEN

@Plan
 Polk
 MRI
 Prizm

QUANTCAST

Demo
 Custom
 American Express
 Purchase Segments
 IRI / Symphony CPG Purchase Segments

CUSTOM SPONSORSHIPS

Severe Weather	Travel & Activities	Sports	Radio Show/Mets	Ski & Snow
Trip & Event Planner	WunderPhotos	Flight Tracker	Driving Tips	Cold & Flu
Business Center	Mobile	Road Trip Planner	Tropical & Hurricane	WunderBlog
National Parks	WunderMap	Weekend Hourly	Video	Preparedness
Pollen	Boating	Climate Change	Fishing	
Social Media	Marine	Blogs	Gardening	

CROSS-PLATFORM OPPORTUNITIES

Total Monthly Page Views for Mobile: 25.1MM – *Flurry and Google Analytics, August 2012*

Total Unique Monthly Mobile Visitors: 4.1MM – *Google Analytics and Internal Reports, August 2012*

Mobile & Tablets



Google Chrome
 Roku
 Google TV
 Video