

Lights, camera, weather action

Weather's influence over movie-goers and streamers

Once upon a forecast:



shift with the weather.

decide what — and how — to

watch based on weather.

Most likely to let Mother Nature call the shots on the next watch

Gen Z

millennials

females

parents

Stayin' in when stormy

45% of all viewers

51%

of Gen Z

52%

of females

mood-booster.





1 in 5 Gen Z

Synced up with the skies

viewers select shows based on weather.



our mindset say viewing choices are

Weather frames



stormy conditions stir

up a nostalgia watch.

say rain, cold, or

influenced by mood or





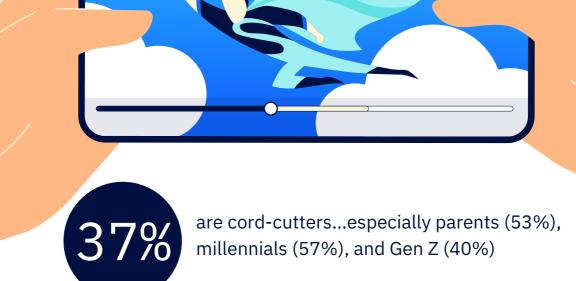




Marketer tip:

messaging to enhance the heartwarming vibe.

The Weather Channel audience viewing habits



Audience platform preferences:

Marketer tip: Reach cord-cutting parents, millennial, and Gen Z audiences with personalized, relevant messaging across the digital ecosystem.

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Script your brand's success **Company** story with Weather Targeting:

- Increase awareness through highly relevant, dynamic messaging
- Deepen the connection with content viewers by promoting brand products or services using Weather Targeting for OTT/CTV platforms
- Foster brand loyalty in daily weather-influenced decision moments

- Engage entertainment enthusiasts with contextual targeting solutions

What's your weather strategy?

To learn more about harnessing the power of weather to increase engagement and drive growth, **contact** our advertising experts today.

All data sourced from The Weather Company Entertainment Behavior Survey, January 2024