

Lights, camera, weather action

Weather's influence over movie-goers and streamers

Once upon a forecast:

51%

say entertainment preferences shift with the weather.

38%

decide what — and how — to watch based on weather.

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

54%

Gen Z

58%

millennials

54%

females

54%

parents

Stayin' in when stormy

45%

of all viewers

51%

of Gen Z

52%

of females

...say gloomy weather is time for feel-good content, serving as their personal mood-booster.

Synced up with the skies

1 in 5 Gen Z

viewers select shows based on weather.

Weather frames our mindset

65%

say viewing choices are influenced by mood or mindset, the top factor.

62%

say rain, cold, or stormy conditions stir up a nostalgia watch.

Marketer tip:

Make the most of the weather-driven mood with relevant creative messaging to enhance the heartwarming vibe.

The Weather Channel audience viewing habits

37%

are cord-cutters...especially parents (53%), millennials (57%), and Gen Z (40%)

Audience platform preferences:

60%

NETFLIX

57%

amazon

36%

hulu

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Marketer tip:

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

- 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
- Engage entertainment enthusiasts with contextual targeting solutions
- Foster brand loyalty in daily weather-influenced decision moments

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