

SANTA BARBARA

TOMORROW

77°

Clear throughout the day.



econgy

Weather Videos with Advertising Slots

Broadcast, cable, web: alternative to pure meteorological information



Weather is the most interesting issue for local target groups - it addresses them all.

Until now the presentation is scientific or regards to a wider area or the costs for live presentations are high. Often pure facts are presented.

econgy now offers an advertising cash cow - emotional weather clips with dynamically integrated advertising slots for use on cable, broadcast and on the web.

Hourly updated and „touchable“

The weather is video is permanent up to date; new data are received and integrated every hour. Actual weather and forecast are not only shown as „facts“ but als emotional video sequences. Consumers are not forced to interpret weather symbols for deciding what to wear but know immediately whether it's time for the umbrella or the sandals.

Advertising slots: not annoying and profitable

It's not only a unique benefit for viewers and users - it also makes money for stations and their advertising clients. Each weather forecast contains two advertising slots - the client presents the weather and additionally he can add promotional information like special offers or events.

The Weather Video: Contents



1



2



3



4



5



6

The video shows six sequences, each approx. 5 seconds in length:

1. Intro with publisher-logo
2. Ad-Slot 1: Presenter
3. Weather today: Maximum in degree, weather video, short weather situation
4. Weather tomorrow: Maximum in degree, weather video, short weather forecast
5. Weather day after tomorrow: Maximum in degree, weather video, short weather forecast
6. Ad-Slot 2: promotional information by presenting client

The video is hourly updated; each day econgy renders 24 weather forecasts per location and delivers them in different resolutions and formats.

Full HD, low compression for cable and broadcast

Base is Full HD (1920 x 1080 | 30 FPS | nearly lossless mp4)

Full HD, high compression for weather page on the internet

Base is Full HD (1920 x 1080 | 30 FPS | mp4)

Smaller resolution for mobile and homepage of websites

Publisher can choose the resolution and compression factor matching the own needs and systems (standard: 960 x 540). The teaser may go without the publishers logo, but is showing both advertising slots clearly to ensure the visibility of the clients messages. (On mobile the videos can't start automatically; the first frame contains the presenters logo so that the advertising goal is reached.)

- Linear TV: usage as transition between program blocks or sequences
- Website: small resolution on homepage and in full resolution on specific weather page; not blockable by adblockers
- Mobile: visibility of advertisers logo guaranteed
- Full control for publishers which ads are published (no usage of advertising slots by 3rd party marketers)
- Workload for own sales force
- Customer loyalty for local stations and clients success by advertising directly local

Unique weather - individual for channel and location



Intro-Animation

With focus on brand appearance the logo is integrated individually in the intro sequence.

Individual videos with local reference

In base version the weather sequences are matching the geographical and climate zone. Optionally and without additional costs they can be substituted by video material of the publisher - e.g. local surroundings or famous landmarks („Mount Rushmore in the rain“). These videos can be uploaded in specific folders („rain“, „sunshine“ etc.) and the econgy engine is going to use them if the weather situation requires them.



Own audio

All videos can be equipped with own audio of the publisher (brand audio logo etc.). (For use on websites a muted operation could be smarter.)

Live Comments

The „Today“- video sequence can be substituted by a live comment; i.e. an apprentice can show and comment the weather in front of the publishers building. The econgy engines take this sequence instead of the standard „Today“-video. (One should have in mind, that for website use the weather videos should be muted to avoid an annoying character.)

- Weather intro and logo animation individually created
- „Standard“ videos can be substituted by local oriented weather videos with certain landmarks and buildings
- Even by smartphone recorded videos are suitable to substitute the standard sequence to underline the local reference.

Usage of local hegemony



Weather with local relevance

A forecast for entire regions and scientific explanations is excellent for people travelling around the states. But most people are only interested in their own weather - their town or even their part of the town. Short: They just search the answer to the question „What about the weather today? How should I dress?“

With econgy weather the station offers even part-of-the-town-weather (i.e. if the advertiser is located in this part of the town).

This means minimal coverage waste, which ensures higher income by higher CPT for the stations.

Local stations as traditional advertising platforms for local businesses

International companies like Google and Facebook target at local oriented advertisers (Google My Places, Facebook Local Ads).

But exactly these client groups use to find advertising solutions at their local TV station and its sales force. This strength is ideally used by local econgy video weather - the stations sales force can use its long lasting relationships.

- usage of own salesforce
- ideal positioning of station as prime partner for advertising in local areas for local advertisers
- there is no competitor in any media channel who offers local video weather in an emotional way econgy does

Video weather is local. For local advertisers.



- econgy video weather is developed to use the local sales force strength of local publishers.
- Local publishers are the traditional advertising partners for local businesses. International players like Google (My places) and Facebook are targeting exactly to these possible advertising clients. Video weather is the opportunity for local stations to offer the better alternative.
- The video weather shows the local relevance within every weather sequence - the town name is always present.

- The advertising client can use the weather video extremely flexible: Even the specific car a car dealer wants to sell at last could be object of the video weather ad.
- Advertising slots are offered by the local sales forces and ensure their workload.

Refinancing

- usable in all media channels
- fixed costs (\$ 290 - 480) per month - income depends on stations own calculation
- good arguments for advertising clients - multi-channel visibility at fair costs

Costs, Amounts, Formats

Costs per month

Branded Weather Video 1st Location	480,00
2nd - 5th location (branded as 1st, other reference location and location data)	360,00
from 6th location	290,00

Resolutions | Quality | Variants

Each local version is delivered in three variants (hourly updated); means approx. 2.200 videofiles each month:

1. Teaser-version for website use (homepage and mobile); resolution 960 x 540; high compressed (approx. 7 Mb / 30 sec.)
2. Full Format Version (1920x1080) for specific weather page on the web; resolution 1920 x 1080p; high compressed (approx. 10 Mb / 30 sec.)
3. Full Format Broadcast Version (1920x1080) for broadcast and cable use; low compressed, nearly lossless (approx. 50 Mb / 30 sec.)

(Website versions can be deployed as pure mp4-file or integrated in an iframe.)

Contents supplied by ad client

- **Bitmaps:** static images like png, jpg, gif, tiff with resolution 960 x 540 px for Adblock 1
- **Video:** mp4 or mov in Format 960 x 540 px up to 1920 x 1080 px, 30 fps for Adblock 2

Transfer of ad material

Upload to a specific clients folder: All material will be checked and corrected if necessary.



Contents of delivery

- location-specific basis weather video, updated hourly, to be downloaded
- Check and integration of uploaded advertising material of clients
- Integration of optional uploaded weather sequences of station (hourly changeable)
- Integration of optional uploaded „Live“-Sequences in „Today“-Section

possible: weather targeting

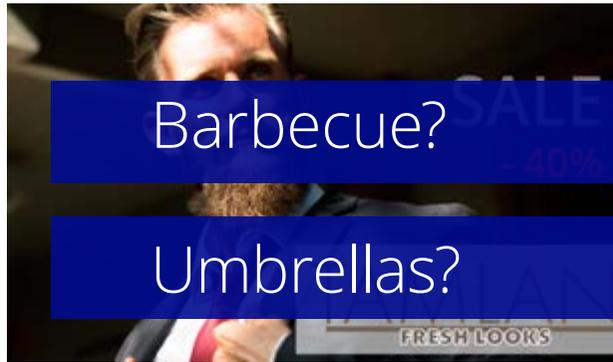


econgy weather video ads allow ad auctions for specific weather situations. (I.e. barbecue suppliers make an offer for the ad-slot under the condition that the weather gets sunny and warm.)

The media engine is prepared for that kind of flexible advertising - it can react quickly and change the ad within one hour.

Examples

- Advertising for meat for barbecue at the beginning of a sunny period in spring
- Advertising for consumer electronics in autumn and before christmas
- Advertising for warm clothes at drop of temperature



For publishers these auctionated ads are profitable: They guarantee the maximum of CPT because they directly lead to sales increase.

Functionality for auctionated advertising is already integrated in econgy media engines, but for a first phase it seems favorable to introduce the video weather with the well known presenter format.

After establishing the video weather the auction mechanism can be started as enhanced possibility.

- End of 2018: possibility of ad auctions for weather targeting
- increased CPT by immediate clientside increase of turnover
- Start for ad auctions after establishing the video weather format

econgy

in charge



Peter Lünstroth

p.luenstroth@econgy.com

+49 521 448 12 27 11

econgy is a trademark of

Luenstroth Inc.

65 Meisenstr

33607 Bielefeld

Germany

Tel +49 521 448 12 27 11 (remember the time lag)

contact@econgy.com

econgy.com

about Luenstroth Inc.

Luenstroth is a strategic agency based in Germany. Founded in 1996 the company is engaged in digital solutions for advertising clients since 2014.