

The Weather Company and PRISA Noticias Collaborate To Offer Comprehensive Weather News and Information across Spanish-Language Media

Local Marketers Will Be Able to Use Weather's Advanced Data-Driven Ad Targeting Solutions

ATLANTA, GA, and MADRID - 02 Nov 2017: The Weather Company, an IBM Business, (NYSE: [IBM](#)) and PRISA Noticias, one of the world's leading Spanish-language media groups and owner of EL PAÍS newspaper, announced today a collaboration to combine the most accurate forecasts with one of the Spanish-speaking world's largest media groups. The Weather Company will provide in-depth weather data and forecasts, as well as tailored content across PRISA properties. In turn, PRISA Noticias will provide locally relevant articles, photos and video content within the Spanish versions of The Weather Channel app and website ([weather.com](#)). The collaboration will also enable local marketers to access advanced data-driven advertising solutions from [IBM Watson Advertising](#) (formerly The Weather Company's ad sales business) across both companies' properties.

This shared content across both brands' properties can help ensure local audiences receive content specifically tailored to their community interests and local region. The collaboration is now available to readers, and weather news and information has a permanent spot on the EL PAÍS website's front page.

"The mission of the media is to provide society with reliable, interesting and useful information and news, said Noemí Ramírez, chief digital officer of PRISA Noticias. "The weather is one of the most popular subjects among our audiences since it affects many of their decisions. This is even more so the case nowadays due to constant weather changes and new meteorological phenomena affecting different parts of the world. Our collaboration with The Weather Company enables us to provide reliable weather and weather-related news and content that goes far beyond simple forecasts."

Recently named the [most accurate](#) forecaster in the world by a third-party forecast analyst, The Weather Company offers superior weather information and forecasting expertise. As part of this agreement, The Weather Company will provide localized weather information across PRISA properties, so visitors can receive the most accurate and reliable information possible. Users will have access to relevant editorial, graphic and video content covering:

- Current conditions, and hourly and three-day forecasts via a widget on the EL PAÍS site.

- Temperature and wind maps for the Iberian Peninsula, with satellite radar and alerts.
- Daily planning recommendations based on weather conditions.
- Where available, reports on topics of interest like health, exploring issues such as dealing with allergies, how to protect yourself from the sun at any age, how to prepare for a severe cold snap, the best time to go for a run and more.
- Two daily video forecasts, one in the morning to help plan the day ahead, and one in the evening to prepare viewers for the following day's weather.
- Images on the top weather events of the day, as well as videos on major phenomena such as snowfalls, hailstorms, heat waves, seasonal changes and more.

“Pairing the best weather data with the best local news content is a natural fit,” said Domenic Venuto, head of the consumer division at The Weather Company. “Our collaboration with PRISA Noticias allows local audiences to have the most reliable information possible across Spain and Latin America.”

This collaboration is designed to provide innovative data-driven advertising solutions for local marketers from Watson Advertising, which has one of the most robust data and location services platforms in the world. Watson Advertising offers advertisers and marketers a suite of media, data, and AI technology solutions to help improve decision-making and reduce costs across key facets of the marketing lifecycle (from media planning through measurement). Local marketers will also be able to access [WEATHERfx](#), a targeting capability that leverages Watson Advertising's trove of real-time weather data to uncover deep insights that could help predict consumer behavior and help marketers determine the right time and place to reach a consumer.

This collaboration brings together the best of local news and weather information and aims to forge a stronger connection between consumers and the weather, which can have a direct effect on life's daily decisions. PRISA Noticias provides around-the-clock local news coverage for over 25 million individuals across its properties. The Weather Channel digital properties currently have more than 1 million unique users in Spain.

PRISA NOTICIAS

PRISA Noticias is the PRISA business unit that encompasses all PRISA's news brands. All have a clear global mission, and they include: *EL PAÍS*, the Spanish leading newspaper in the world, *As*, one of the most important and influential sports newspapers in the world, *Cinco Días*, *El HuffPost*, *SModa*, *Icon*, *Buena Vida*, and *MeriStation*, as well as a number of corporate magazines.

PRISA is the world's leading Spanish and Portuguese-language media group in the creation and distribution of content in the fields of culture, education, news and information, and entertainment. Present in 23 countries, PRISA reaches millions of people through its global brands. As market leader in press, both spoken-word and music radio, and education, it is one of the Spanish-speaking world's largest media groups thanks to its high-quality content and its eagerness to embrace the digital economy through the connectivity and innovation of its products and services. Its presence in Brazil and Portugal, and among the growing Hispanic community in the U.S., opens up a global market of 700 million people.

With 25 million unique users (123 million unique browsers) worldwide, PRISA is at the forefront of communications companies and has a solid strategy of content creation and distribution, offering products and services adapted to users' changing consumer habits through a wide range of formats, channels and platforms.

The Weather Company, an IBM Business

The Weather Company helps people make informed decisions and take action in the face of weather. The company offers the [most accurate](#) forecasts globally with personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division (business.weather.com), and its own digital products from The Weather Channel (weather.com) and Weather Underground (wunderground.com).

The company delivers around 25 billion forecasts daily. Its products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions. Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media, and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business. For more, visit theweathercompany.com.

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