WHY WEATHER?

Why do people check the weather?

Survey says:
- 13% To plan their day
- 16% To plan an outdoor activity
- 31% To prepare for severe weather
- 19% To decide what to wear
- 21% To work around the home and/or garden

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

– Slate, 2012

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

<table>
<thead>
<tr>
<th>Quality Audience Profile</th>
<th>Yahoo! News Index</th>
<th>The New York Times Index</th>
<th>CNN Index</th>
<th>Weather Underground Index</th>
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<tbody>
<tr>
<td>HHI: $150K+</td>
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<td>121</td>
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<td>149</td>
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<td>109</td>
<td>120</td>
<td>123</td>
<td>132</td>
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</table>

Nielsen @Plan, Q2, 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.

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– Slate, 2012
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