

## **The Weather Company and a Leading Multimedia Publisher Trinity Mirror are Bringing the Best Weather Data to the United Kingdom**

### **New Agreement Combines the Most Accurate Weather Data with the Most Trusted News Content Curated for UK Consumers**

**LONDON, U.K. and ATLANTA, GA - 11 Apr 2017:** Trinity Mirror plc and The Weather Company, an IBM Business, announced an agreement today that will bring the best weather information and content on apps and websites customized specifically for the U.K. market. With this agreement, Trinity Mirror's in-depth news content will appear for the first time on [weather.co.uk](http://weather.co.uk) and The Weather Channel apps, bringing locally relevant articles, photos and videos to The Weather Company digital properties. In addition to Trinity Mirror's most user-friendly navigation, its 28 million readers will now also gain access to the most precise weather forecasts and pertinent weather stories across Trinity Mirror properties.

The Weather Company brings the [most accurate forecasts](#) in the world, one of the world's largest IoT data platforms, an expert team of more than 160 meteorologists, and the ability to provide weather hyperlocal forecasts for over 2.2 billion locations across the globe every 15 minutes. As the largest publisher in the U.K. with more than 150 newspapers and 80 websites, Trinity Mirror provides 24/7 news coverage at the local level.

This alliance brings together the best of local news and weather. The Weather Company will provide weather data and forecasts, as well as localized current conditions via a widget, across Trinity Mirror properties. Trinity Mirror will oversee editorial content and provide local news and video on [weather.com](http://weather.com) UK, ensuring its visitors receive the highest quality and most relevant content possible.

Additionally, The Weather Company and Trinity Mirror will work together to market and monetize advertising on The Weather Company and Trinity Mirror properties, where local marketers will benefit from Weather's innovative data-driven advertising solutions such as [WEATHERfx](#). WEATHERfx is an automated targeting platform that helps marketers determine the best time and place to serve their advertising by leveraging the impact of weather conditions on emotions to deliver messaging that potentially influences consumers' purchasing behaviors. By understanding how weather impacts emotions and purchase decisions, marketers can put their brand in front of the right people at the right moments.

"It is our mission to keep people informed and safe in the face of weather by providing them with the most accurate and precise information possible," says Cameron Clayton, CEO and general manager of The Weather Company, an IBM Business. "Collaborating with Trinity Mirror, the largest multimedia publisher in the United Kingdom, allows us to reach millions of people across a variety of platforms to ensure they receive the right information at the right time."

Trinity Mirror Chief Executive, Simon Fox, said: "Trinity Mirror is delighted to be working with The Weather Company, and to be sharing our digital know-how to deliver a new audience and advertisers to their brand. At the same time, by leveraging The Weather Company's forecasting expertise, we are giving our national and regional audiences in-depth weather content and forecasts from a leading industry provider."

The Weather Company data is now available across Trinity Mirror properties – bringing entirely new weather

experiences to UK media consumers.

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### **The Weather Company, an IBM Business**

The Weather Company, an IBM Business, is the world's largest private weather enterprise, helping people make informed decisions – and take action – in the face of weather. The company offers the most accurate, 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, and its own digital products from The Weather Channel ([weather.com](http://weather.com)) and Weather Underground ([wunderground.com](http://wunderground.com)).

The company delivers up billions of forecasts daily. Its products include a top weather app on all major mobile platforms globally, the world's largest network of personal weather stations, a top-20 U.S. website, the seventh most data-rich site in the world, 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](http://theweathercompany.com).

### **Trinity Mirror**

Trinity Mirror are the largest news publisher with national and regional newsbrands across the UK, including influential and iconic brands such as the Daily Mirror, Sunday Mirror, Sunday People, Daily Record, Sunday Mail and market leading daily titles in key metropolitan markets across the country.

Our brands have a long heritage of being trusted sources of news and information with our editorial conviction and high standards of journalism providing audiences with timely information and opinion across multiple platforms.

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