

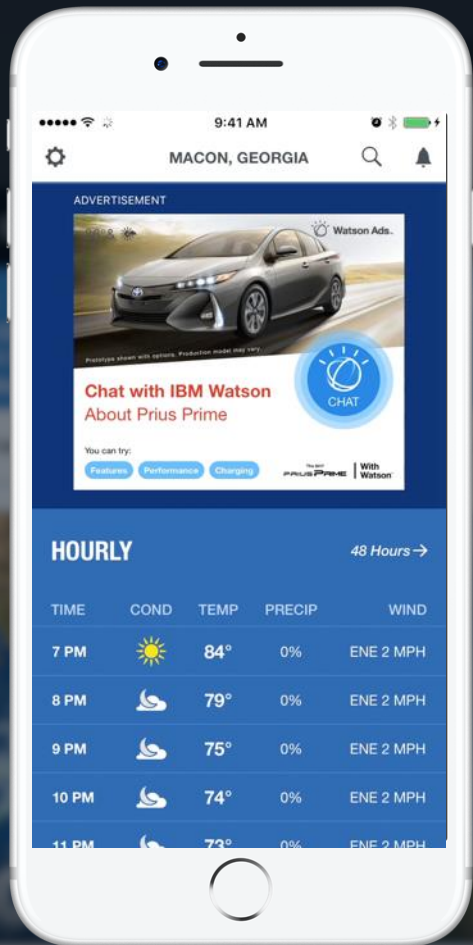


Communicating Air Quality to a Largely Apathetic General Population

Jim Menard, Head of Energy, Transport, Insurance, Data Science and Services







WORLD'S MOST DOWNLOADED



**250 MILLION CONSUMERS
MONTHLY**



5 BILLION VIDEO VIEWS in 2017

We deliver at a massive scale

45B API calls daily

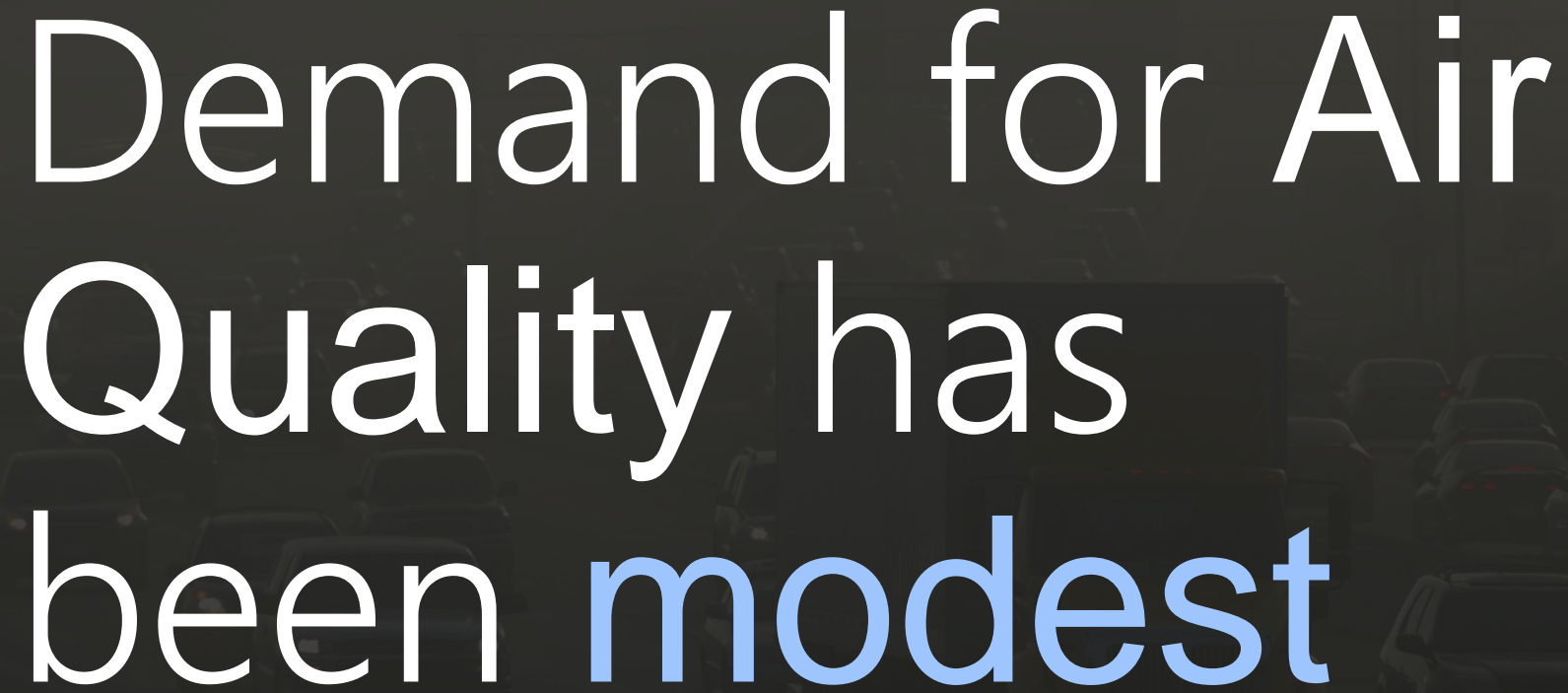
2.2B forecast locations every 15 mins

400TB of data daily





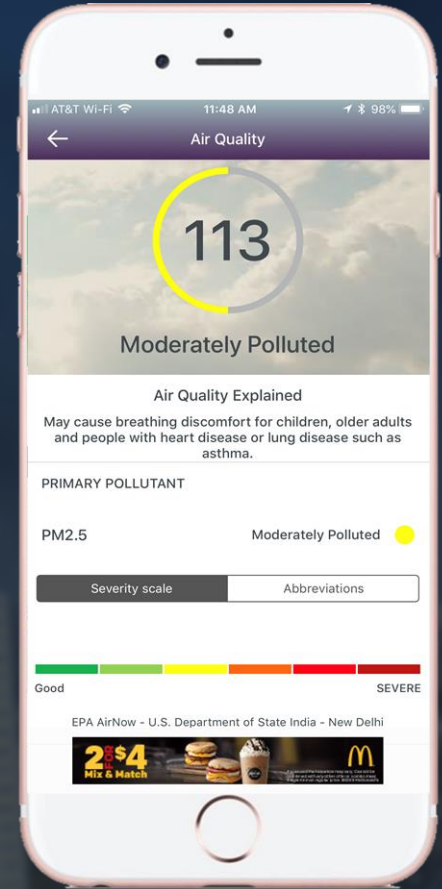
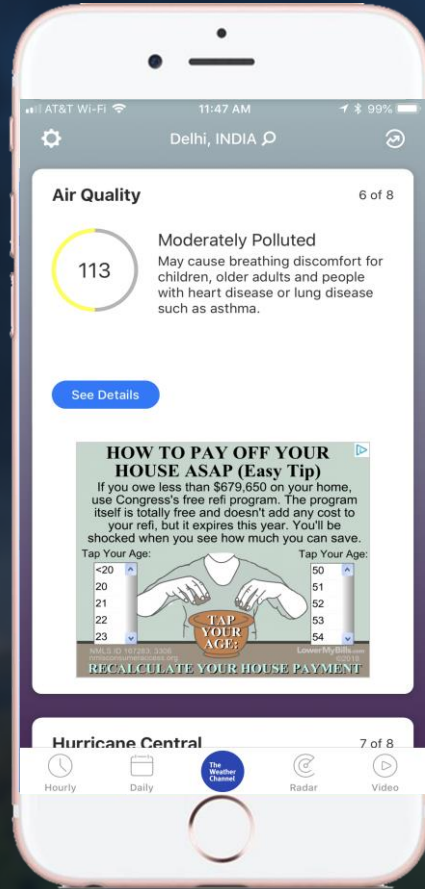
> We know our
user's



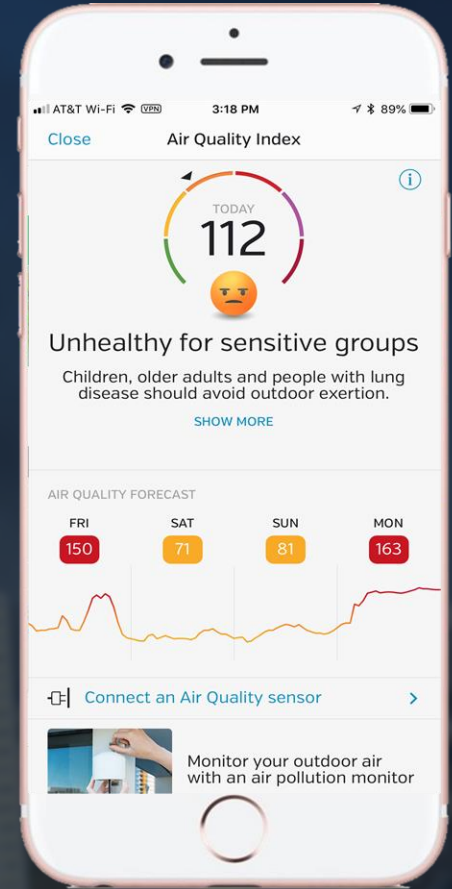
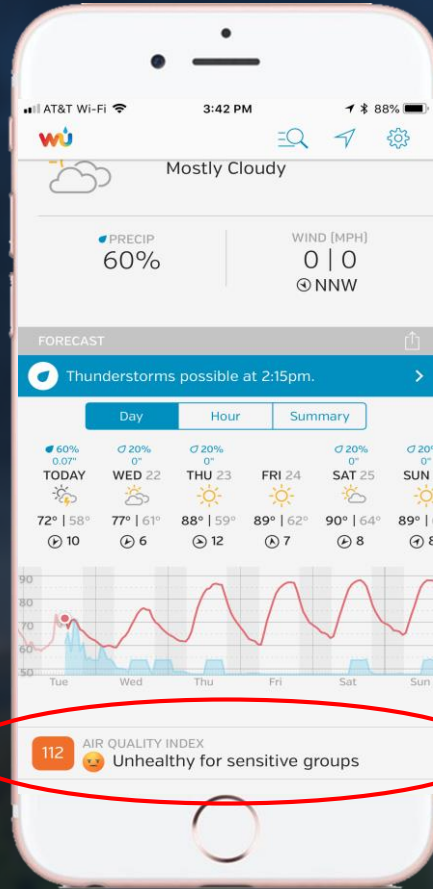
Demand for Air
Quality has
been modest

MOBILE

The
Weather
Channel

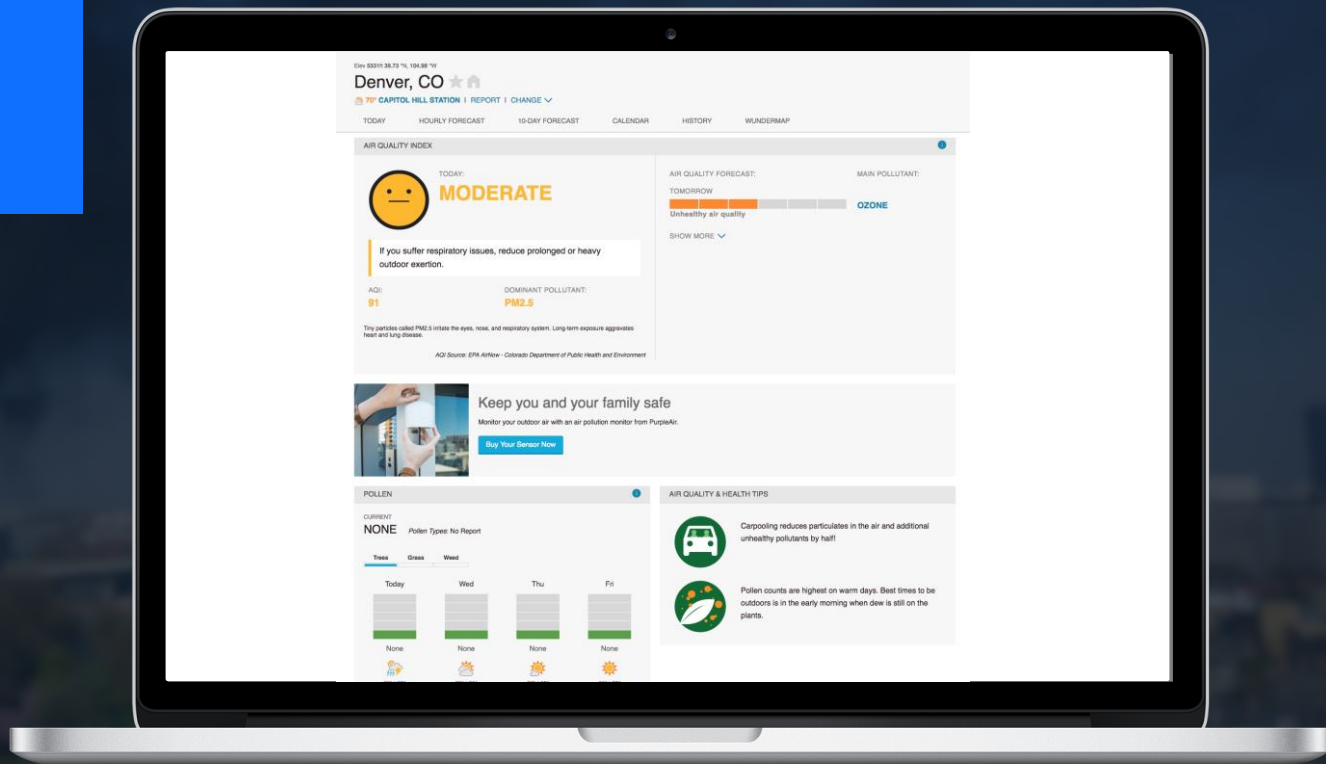


MOBILE



WEB

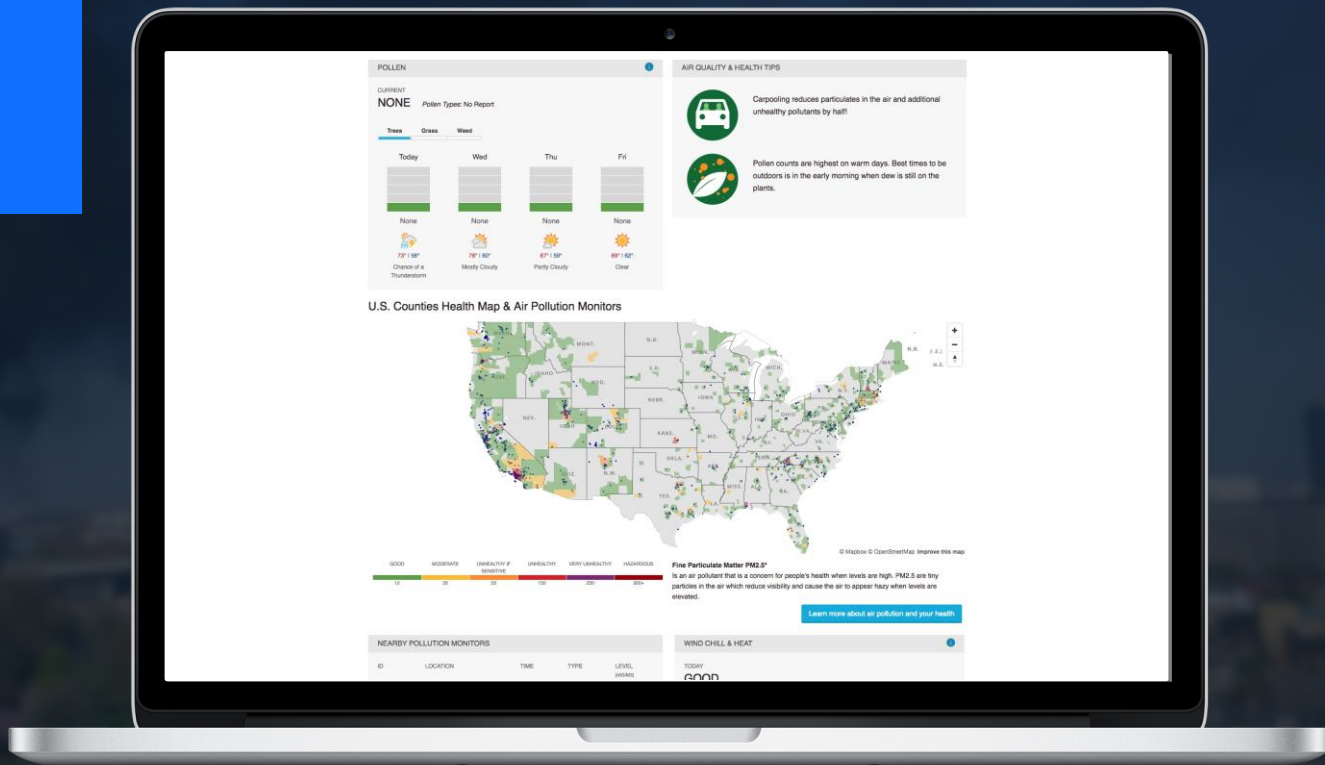
 WEATHER
UNDERGROUND



CROWD SOURCING



CROWD SOURCING



POLLEN

CURRENT
NONE Pollen Types: No Report

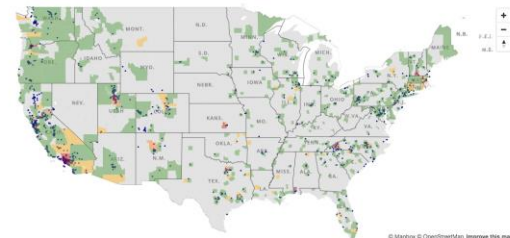
Tree Grass Weed

Today	Wed	Thu	Fri
None	None	None	None
72° / 88° Chance of a Thunderstorm	78° / 88° Mostly Cloudy	87° / 88° Partly Cloudy	88° / 82° Clear

AIR QUALITY & HEALTH TIPS

- Carpooling reduces particulates in the air and additional unhealthy pollutants by half!
- Pollen counts are highest on warm days. Best times to be outdoors is in the early morning when dew is still on the plants.

U.S. Counties Health Map & Air Pollution Monitors



Fine Particulate Matter PM2.5
is an air pollutant that is a concern for people's health when levels are high. PM2.5 are tiny particles in the air which reduce visibility and cause the air to appear hazy when levels are elevated.

[Learn more about air pollution and your health](#)

NEARBY POLLUTION MONITORS

ID	LOCATION	TIME	TYPE	LEVEL

WIND CHILL & HEAT

TODAY
GOOD



GOING FORWARD

Re-assess our approach

Leverage Copernicus data

Add to high traffic pages

Introduce detail experiences

Better explain personal impact

Add air quality notifications

API


**The
Weather
Company**
An IBM Business

Delivers air
quality data to
IBM clients for
use in their
applications and
research

Sometimes it is the **simple**
things



Sometimes it is the **simple**
things

~~AIR QUALITY~~

POLLUTION



THANK YOU!

Jim Menard, Head of Energy, Transport, Data Science and Services

