Communicating Air Quality to a Largely Apathetic General Population

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

WEATHER UNDERGROUND

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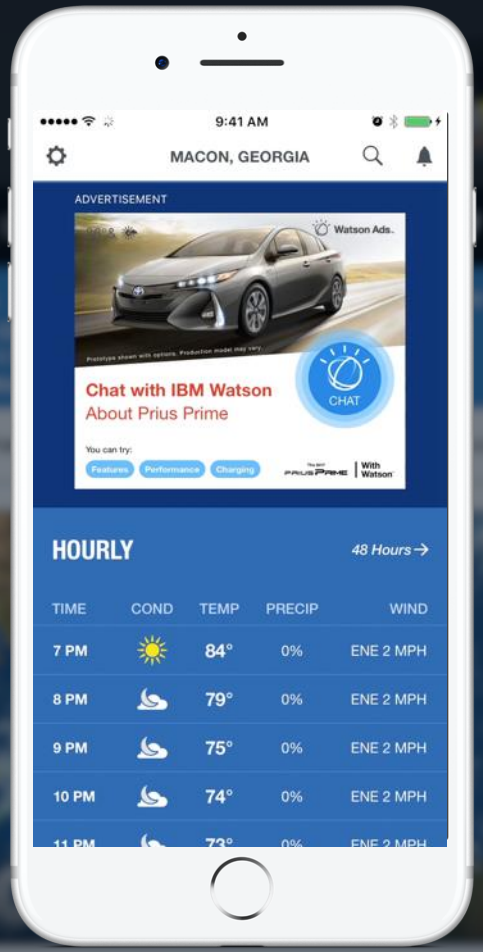

WORLD'S MOST DOWNLOADED

250 MILLION CONSUMERS MONTHLY

5 BILLION VIDEO VIEWS in 2017

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We deliver at a massive scale

45B API calls daily

2.2B forecast locations every 15 mins

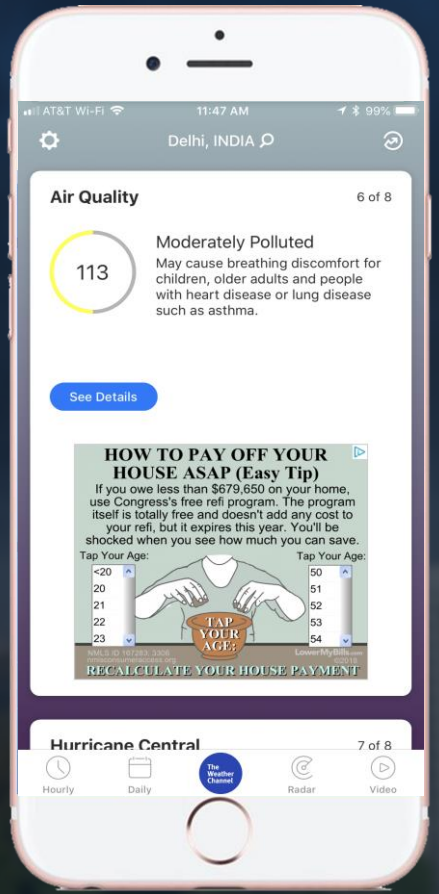
400TB of data daily

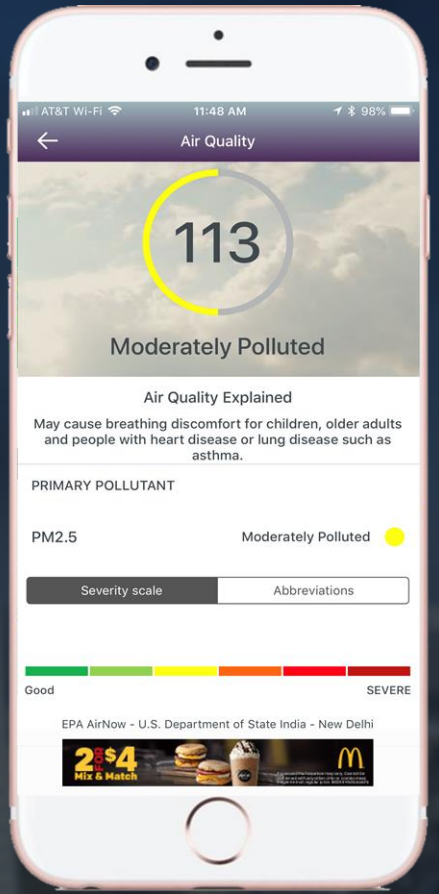
We know our **user's**

Demand for Air Quality has been modest

MOBILE

The Weather Channel





MOBILE

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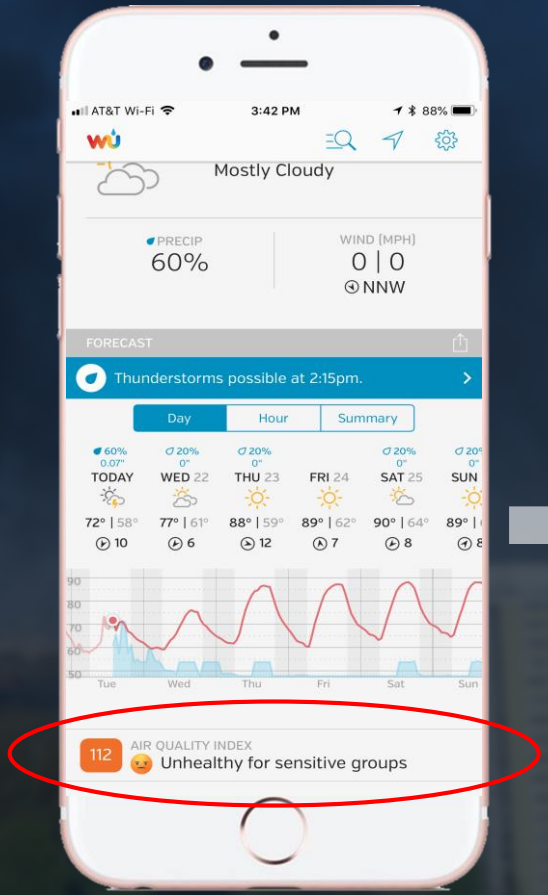
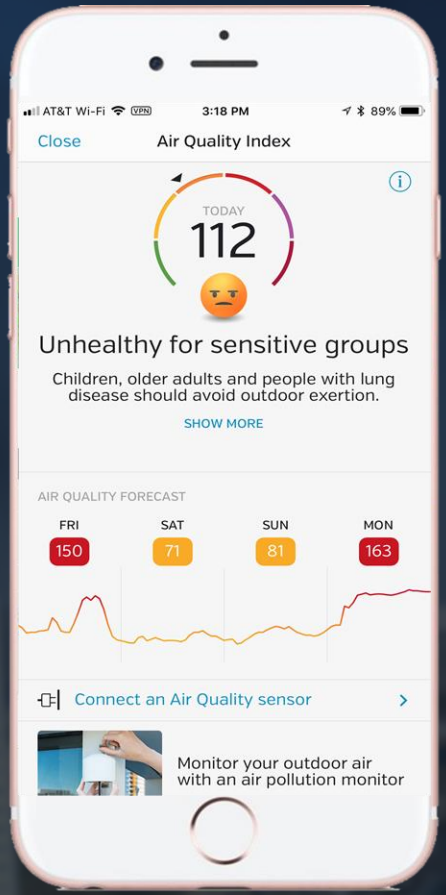
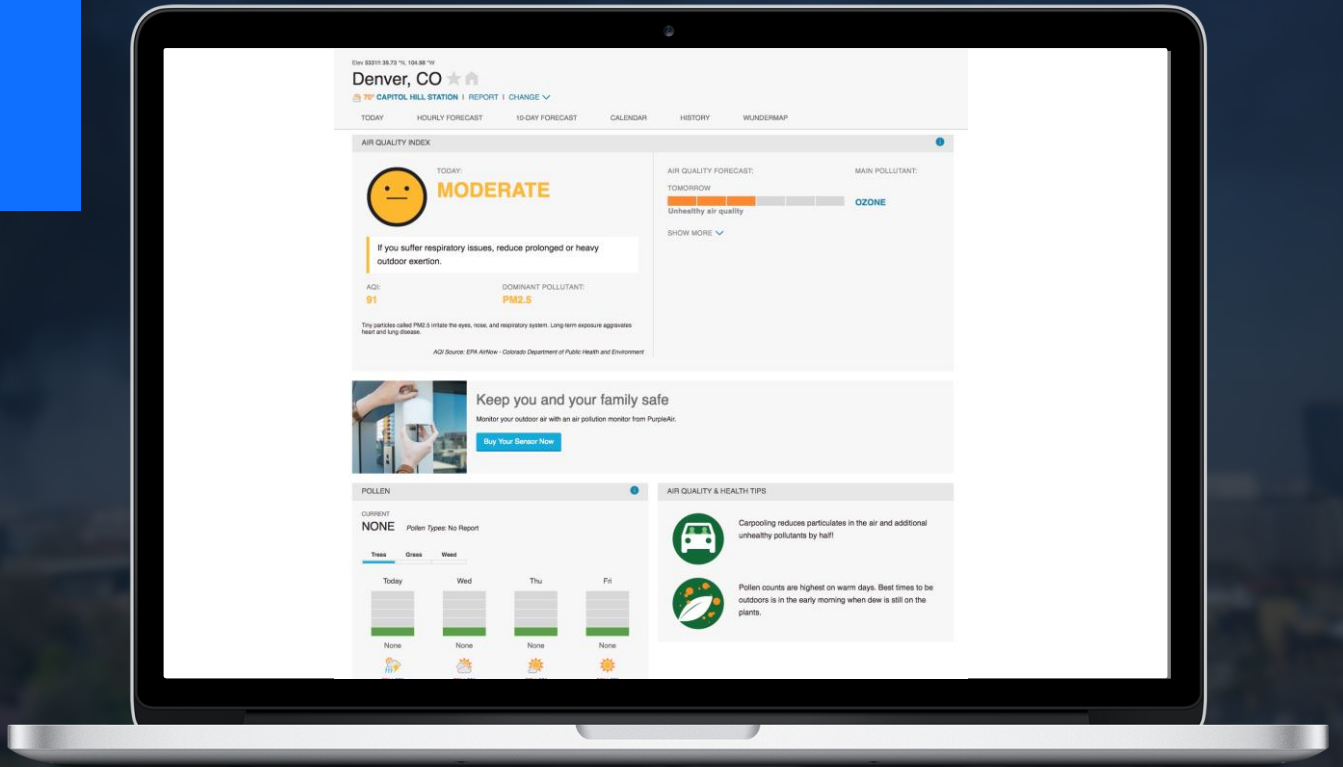




WEB

WEATHER UNDERGROUND

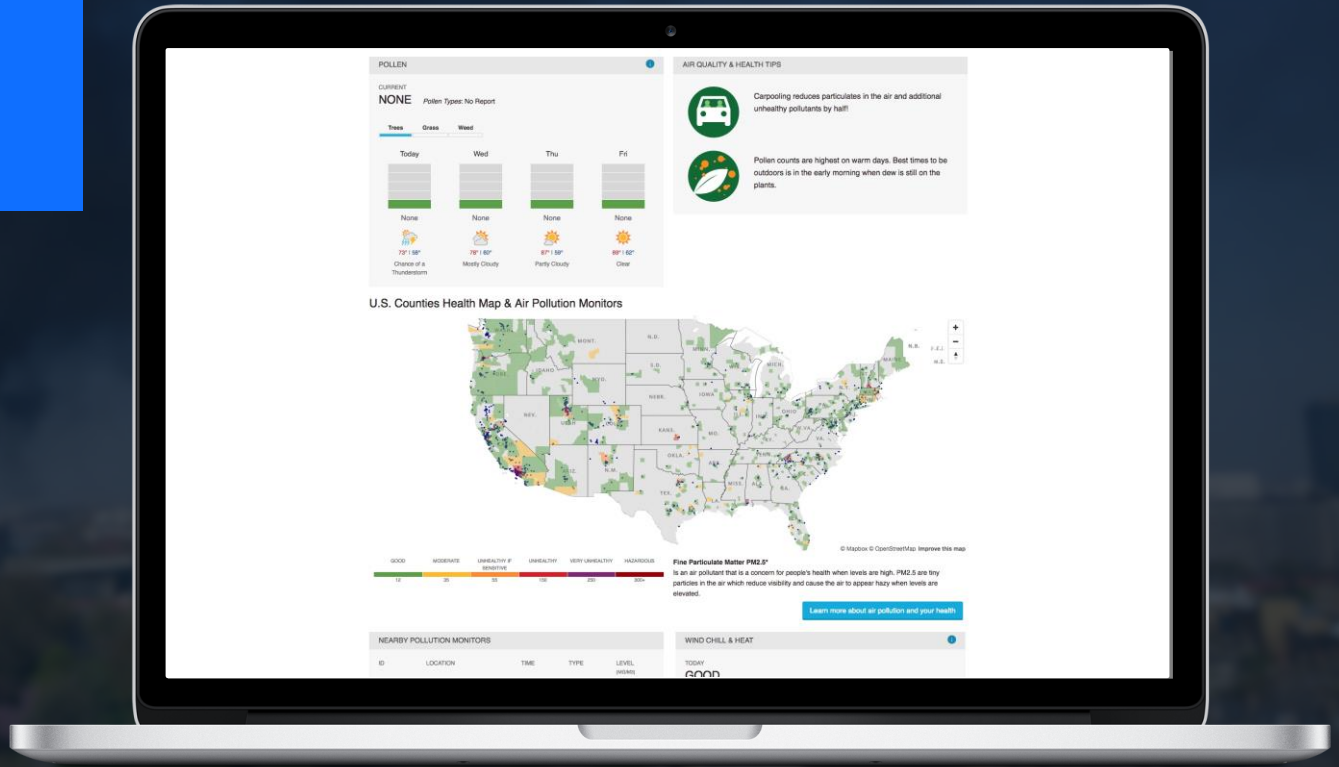


CROWD SOURCING

WEATHER UNDERGROUND

CROWD SOURCING

WEATHER UNDERGROUND



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

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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!

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