

Presenting the weather forecasts on TV a worldwide survey

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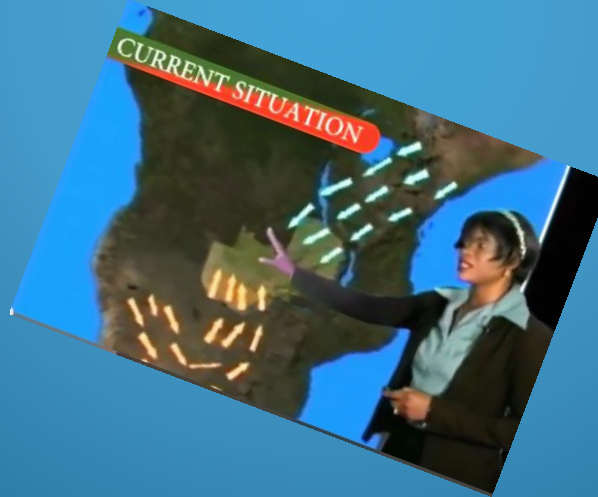
14th EMS Annual Meeting & 10th European Conference on Applied Climatology (ECAC) | 06 – 10 October 2014 | Prague

Our motivation

- To find out how weather forecasts are presented globally
- Cooperation of TV channels with Nat. Met. Services
- If it is possible to find out similarities and differences in weather presenting between continents



- data collection: 70 questionnaires from more than 50 countries



weather presenters from 11th International Weather and Climate Forum Paris 2013



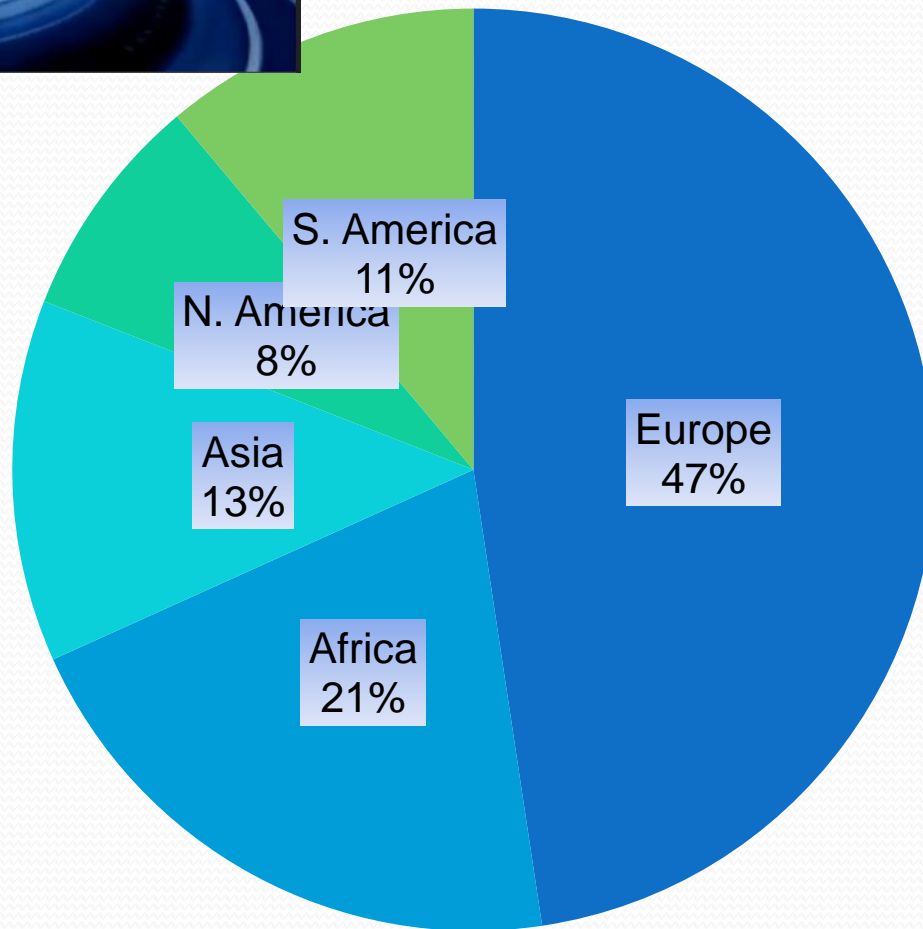
Nat. Met. Ser. Meteorologists

Working group for the cooperation of European Forecasters



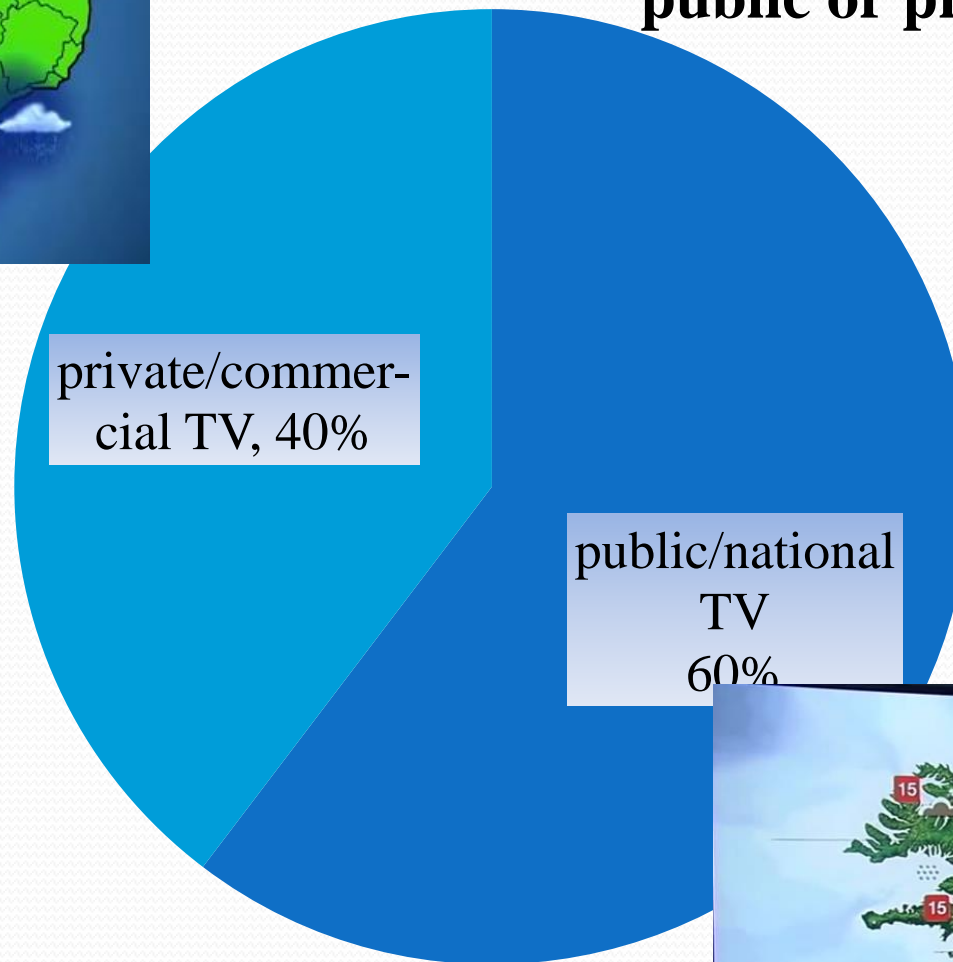


participants

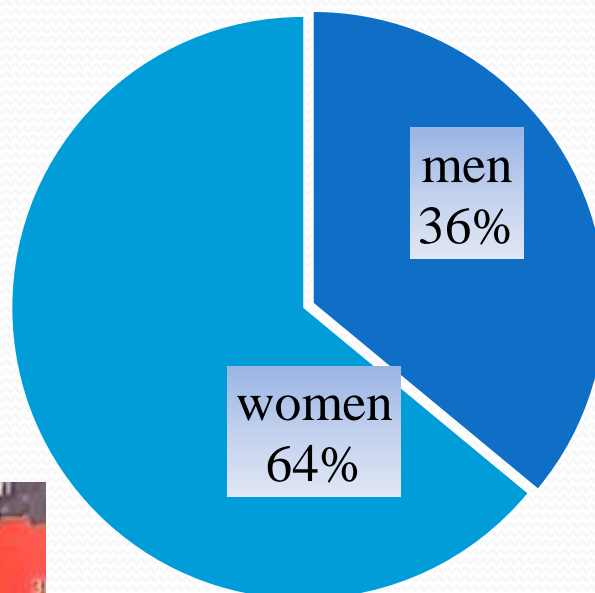




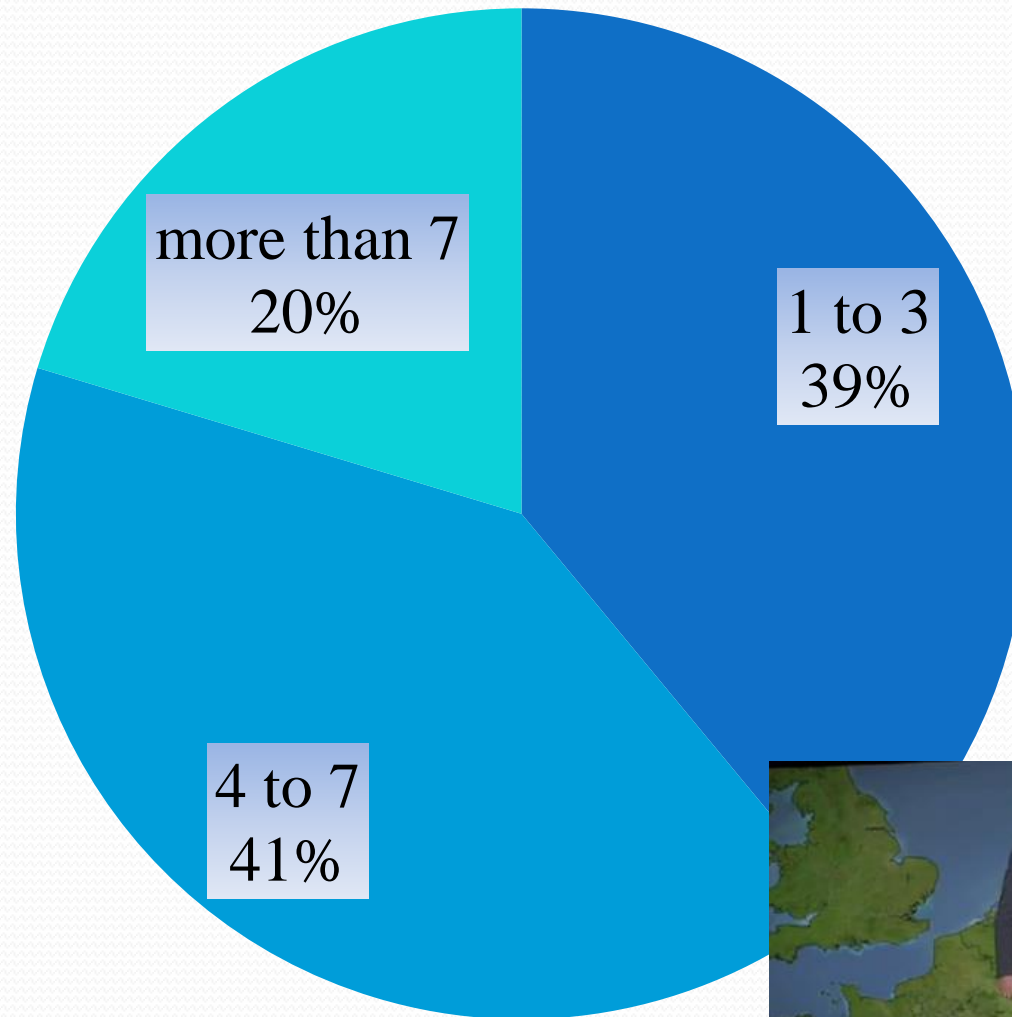
public or private TV?



Are there more men or women weather presenters in your channel?

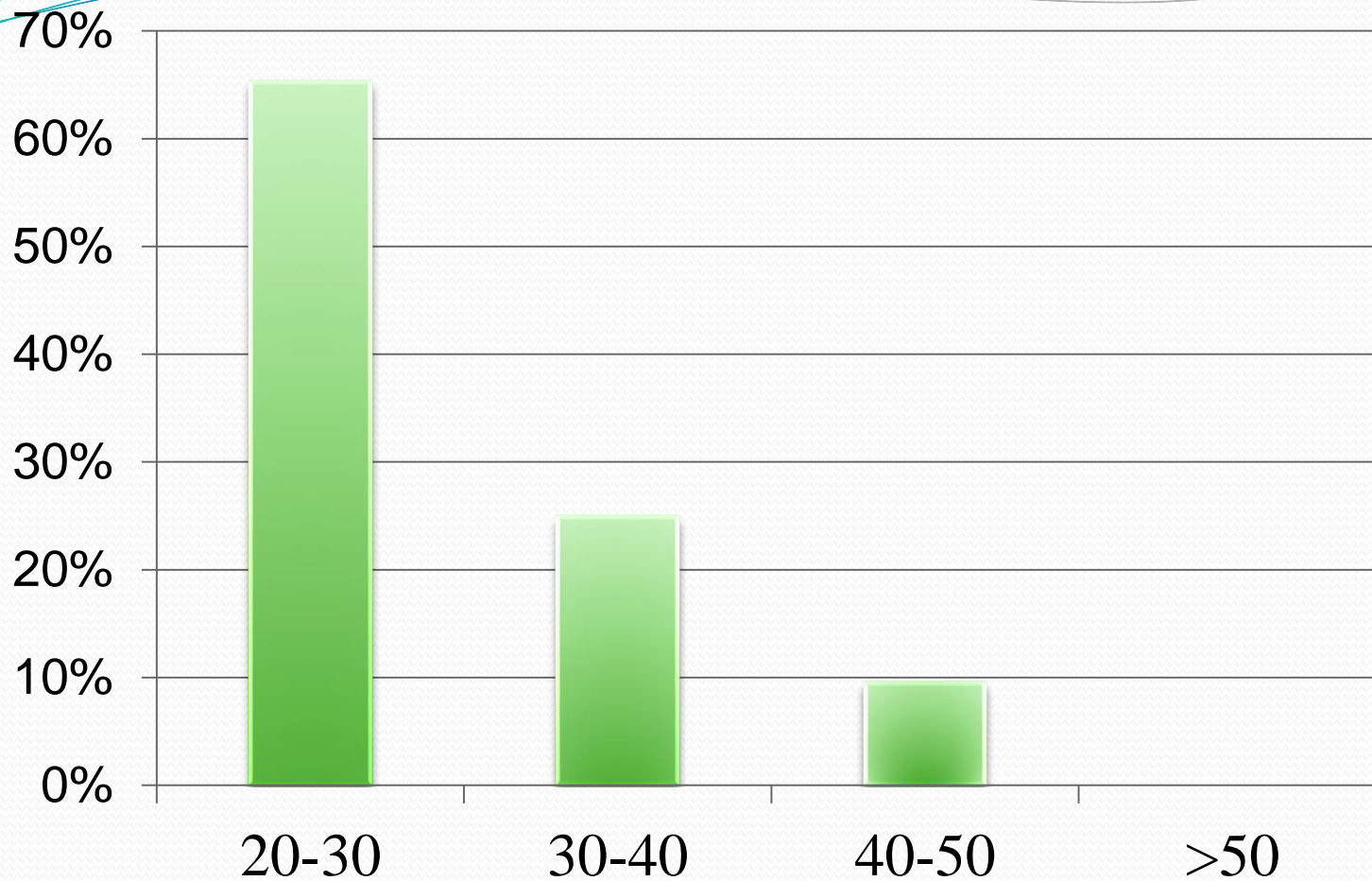


number of presenters in each channel

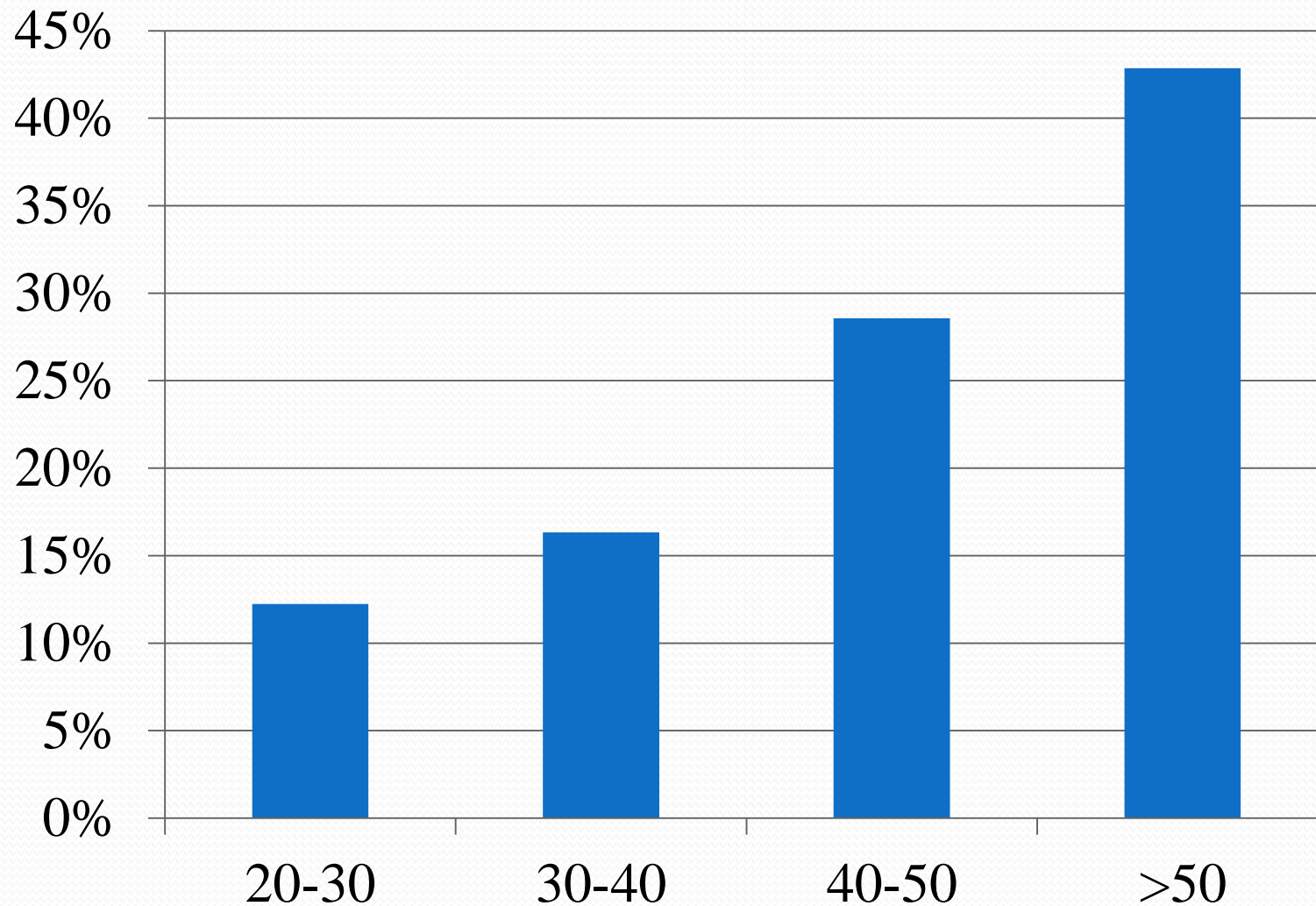


- **Some channels employ only one weather presenter (meteorologist)**
- **Some have more than 10 presenters**
 - **One channel has 40 weather presenters...**

Age of the youngest (years)

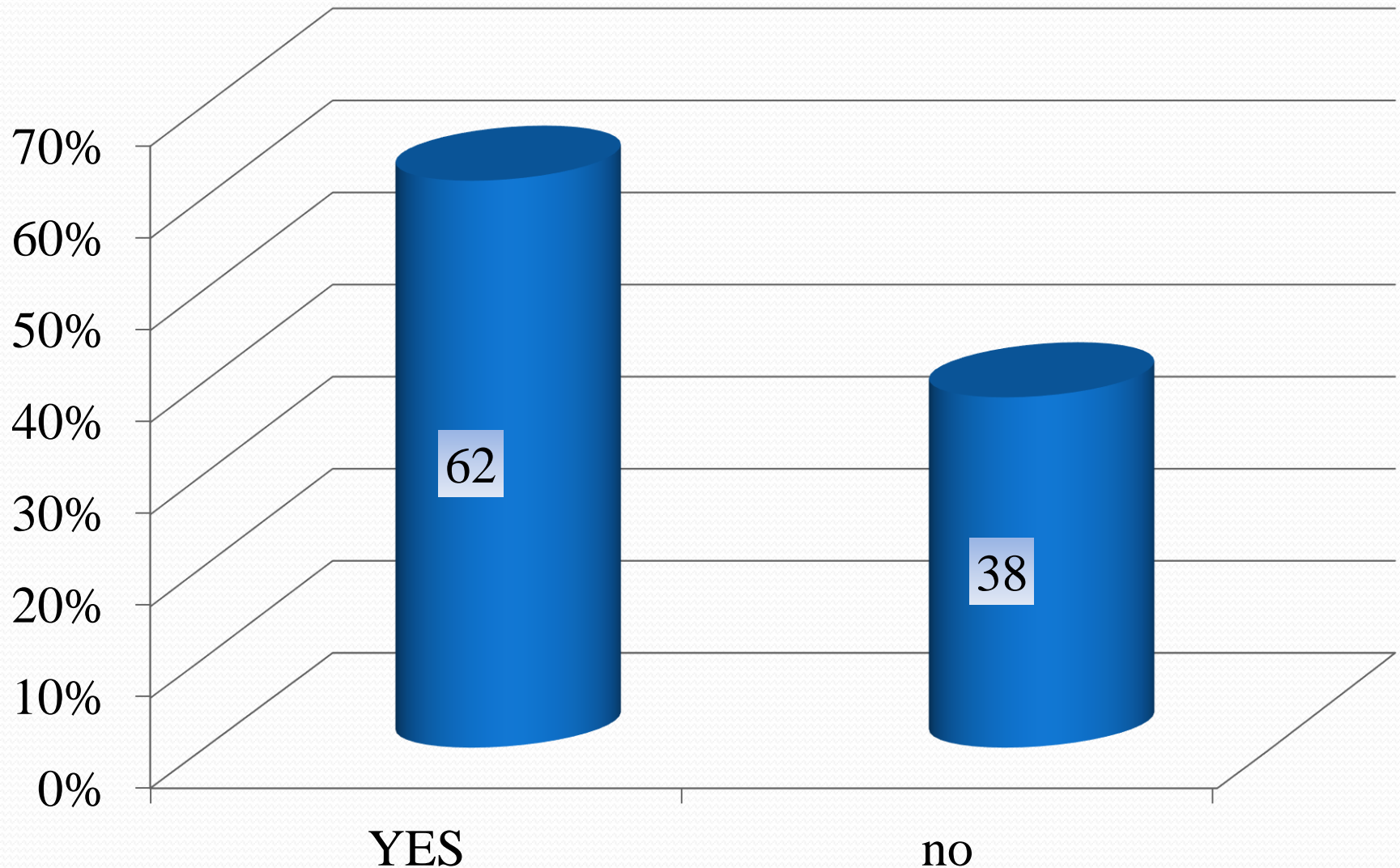


Age of the oldest (years)



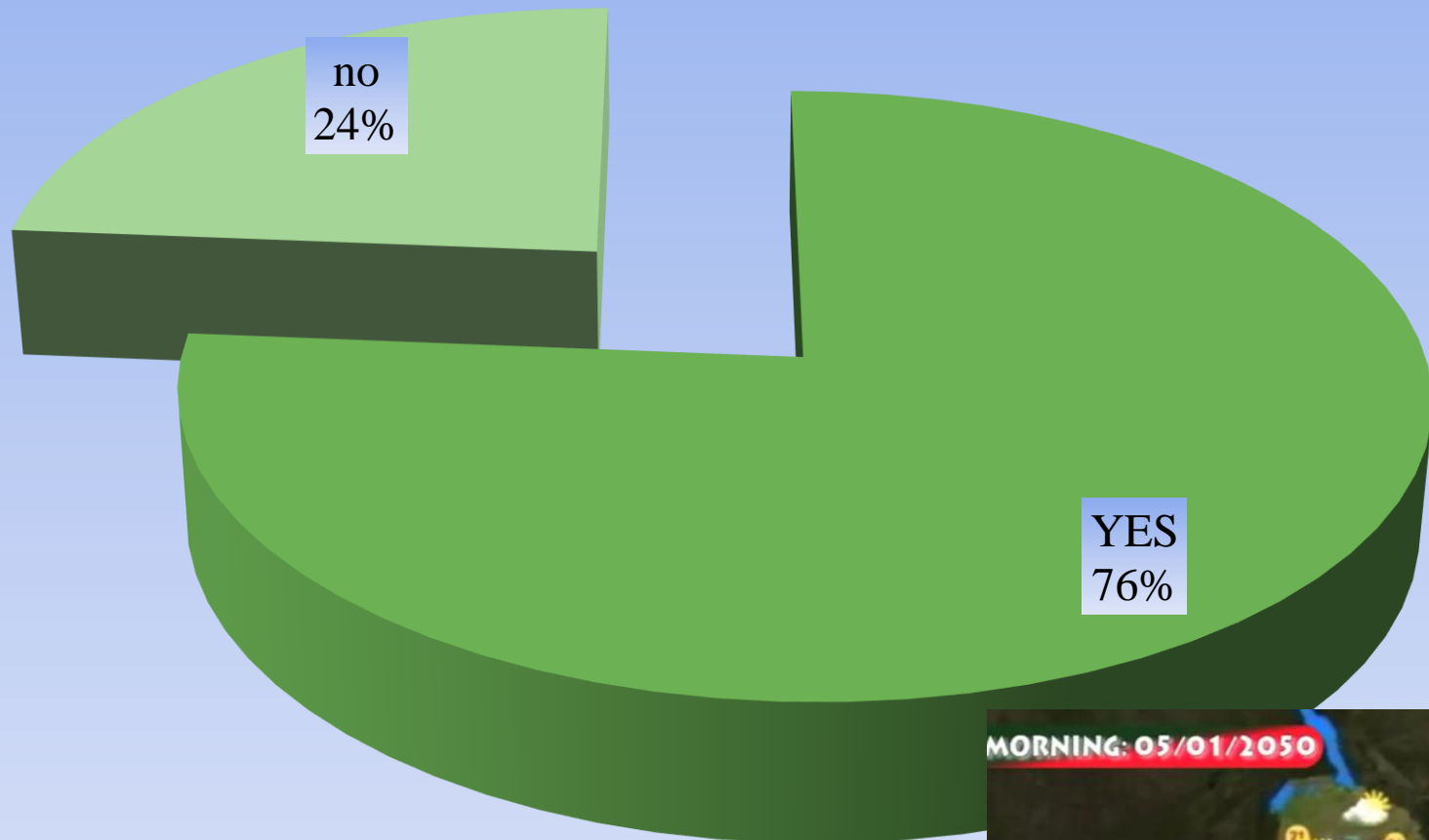


Is the weather presenter a university educated meteorologist?



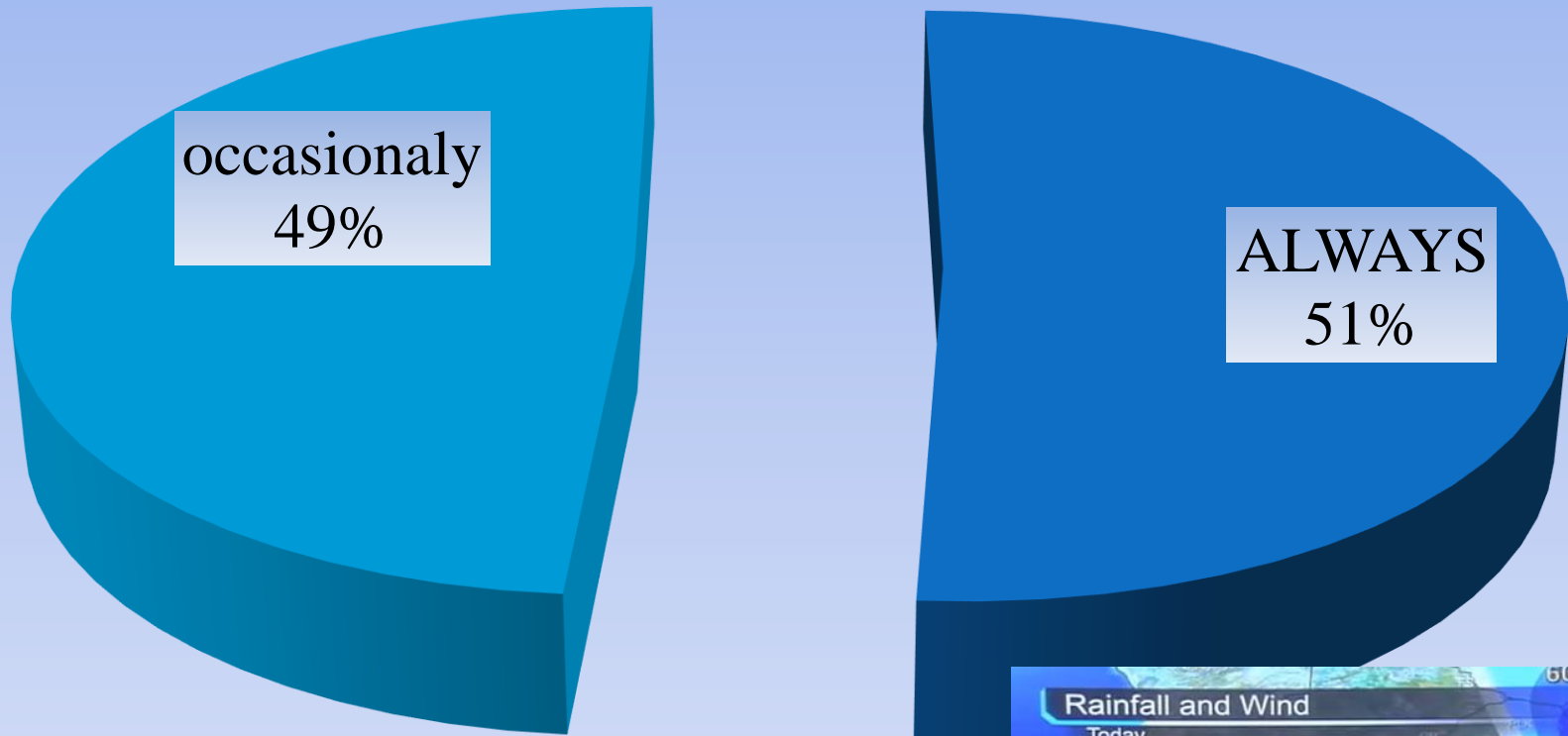


do you have live weather forecasts?

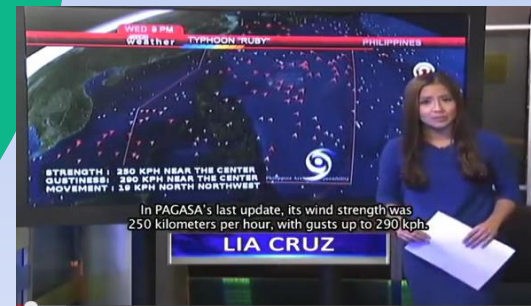
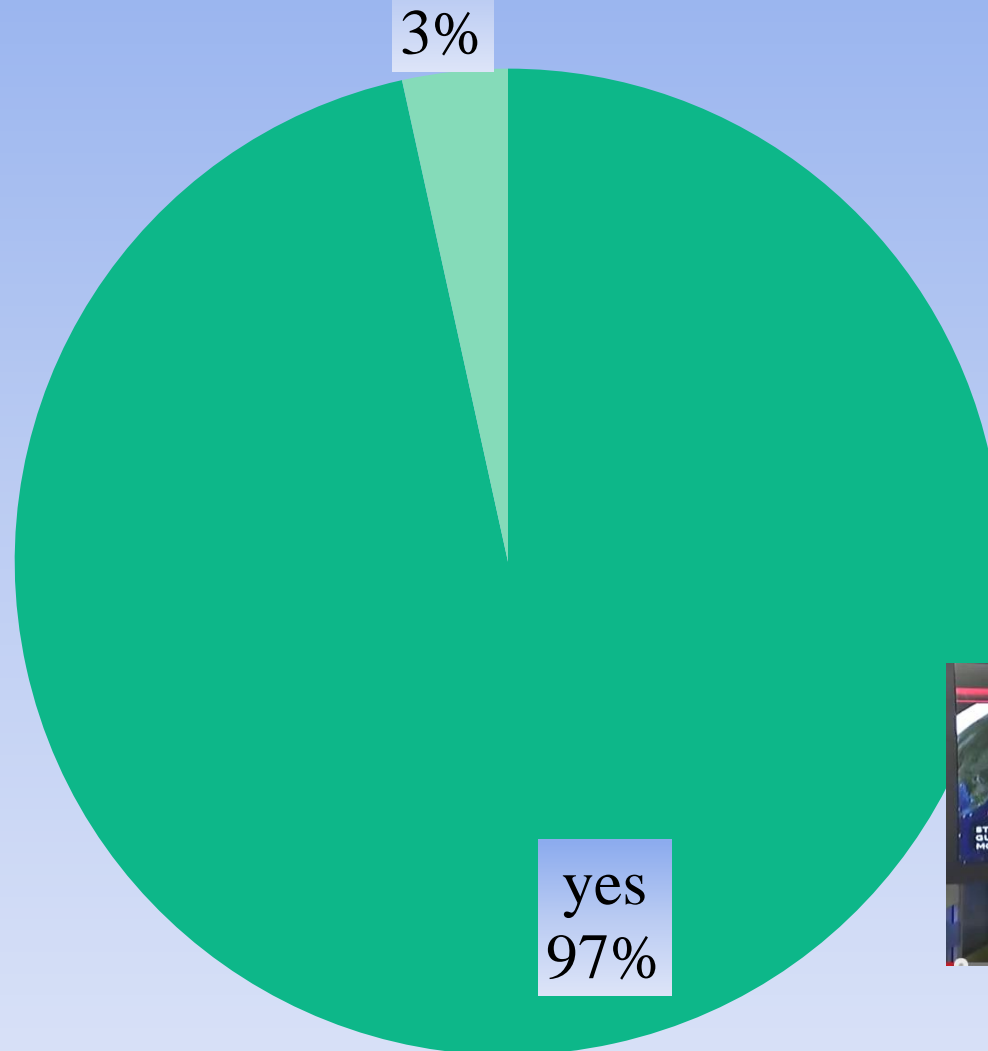




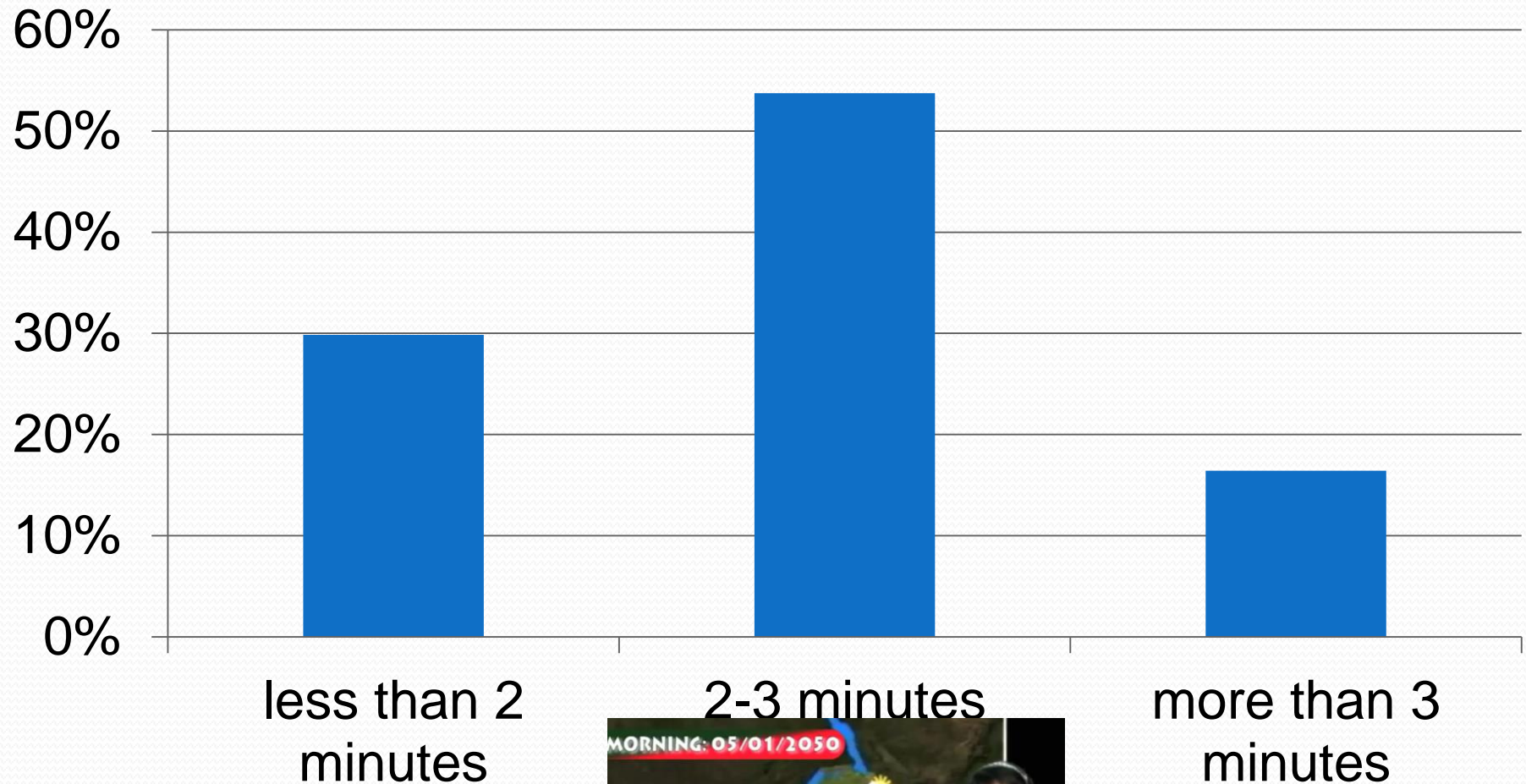
live presentation



is there a limited duration of weather forecast presentation?



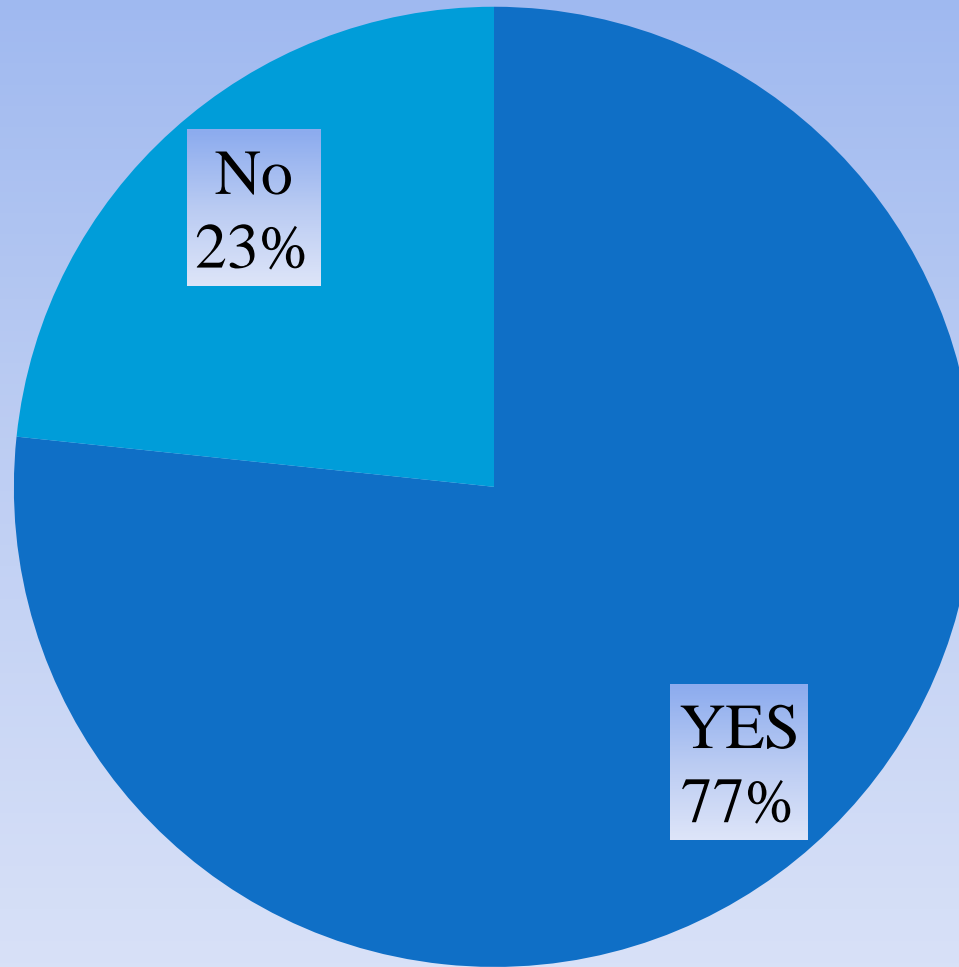
Duration of weather forecast



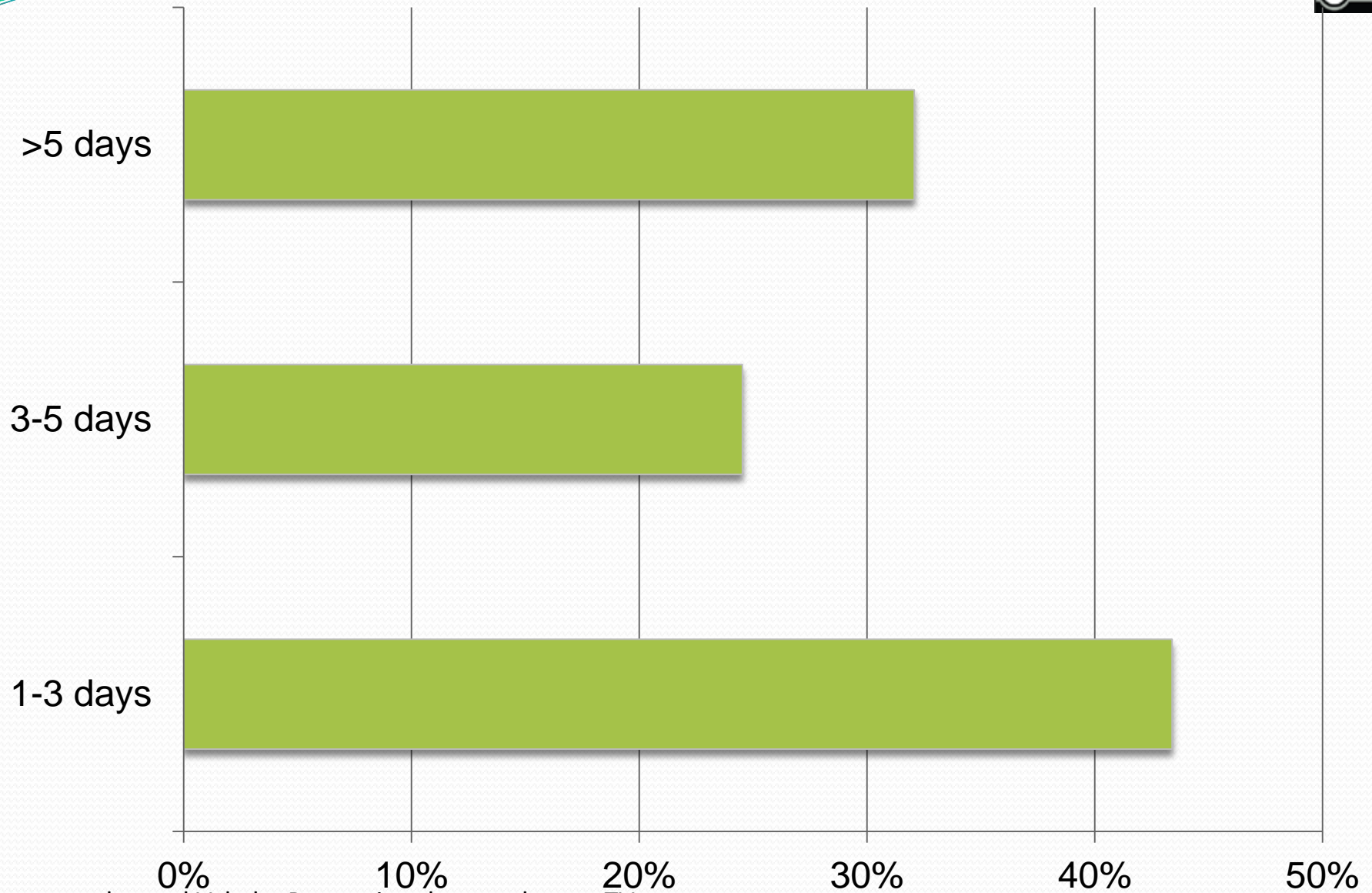
**“some channels
has a weather forecast program
with a duration of 10-15minute”**



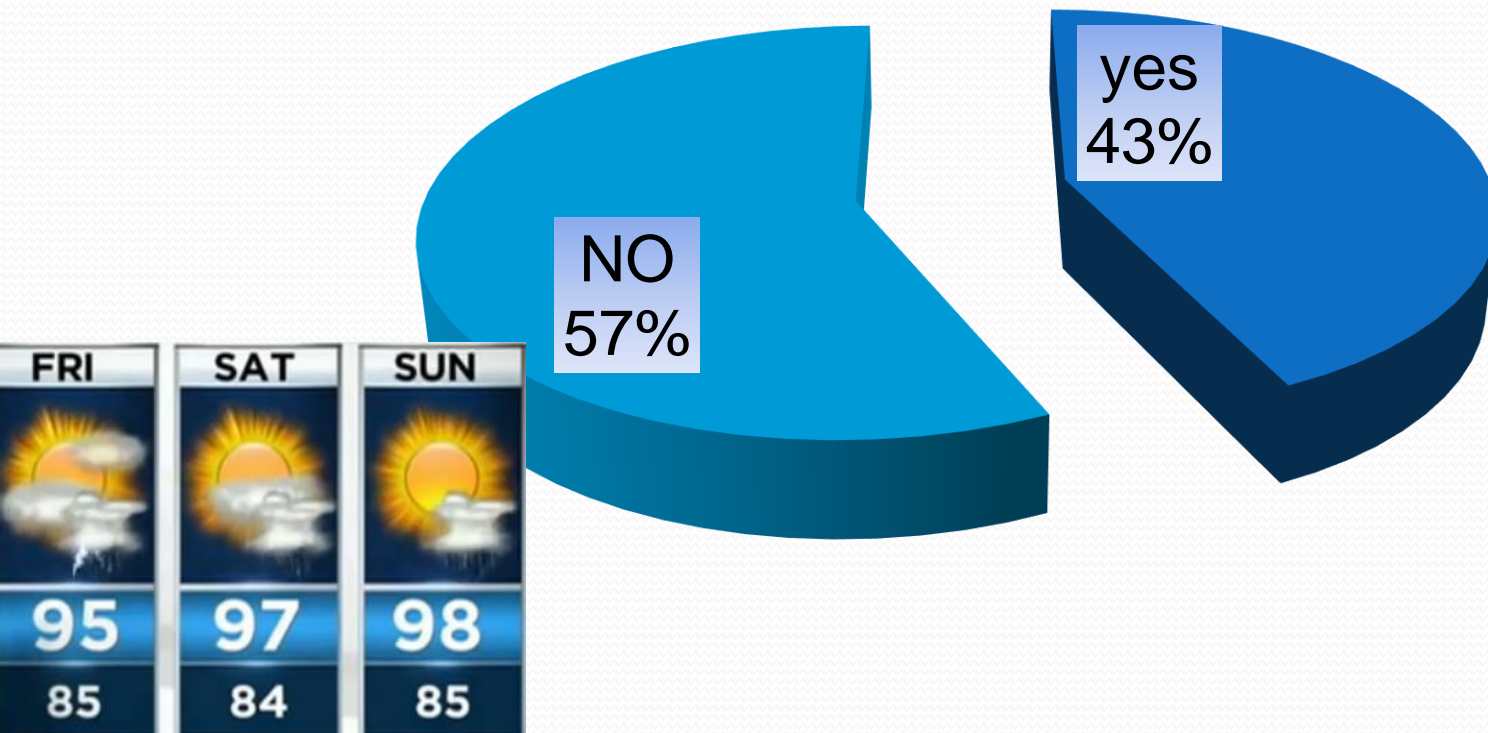
is there a presentation of weather forecast in the morning 06-14h?



the forecast is for the next... days



**are there weather forecasts
without the presenters?
(only graphics/music or voice)**

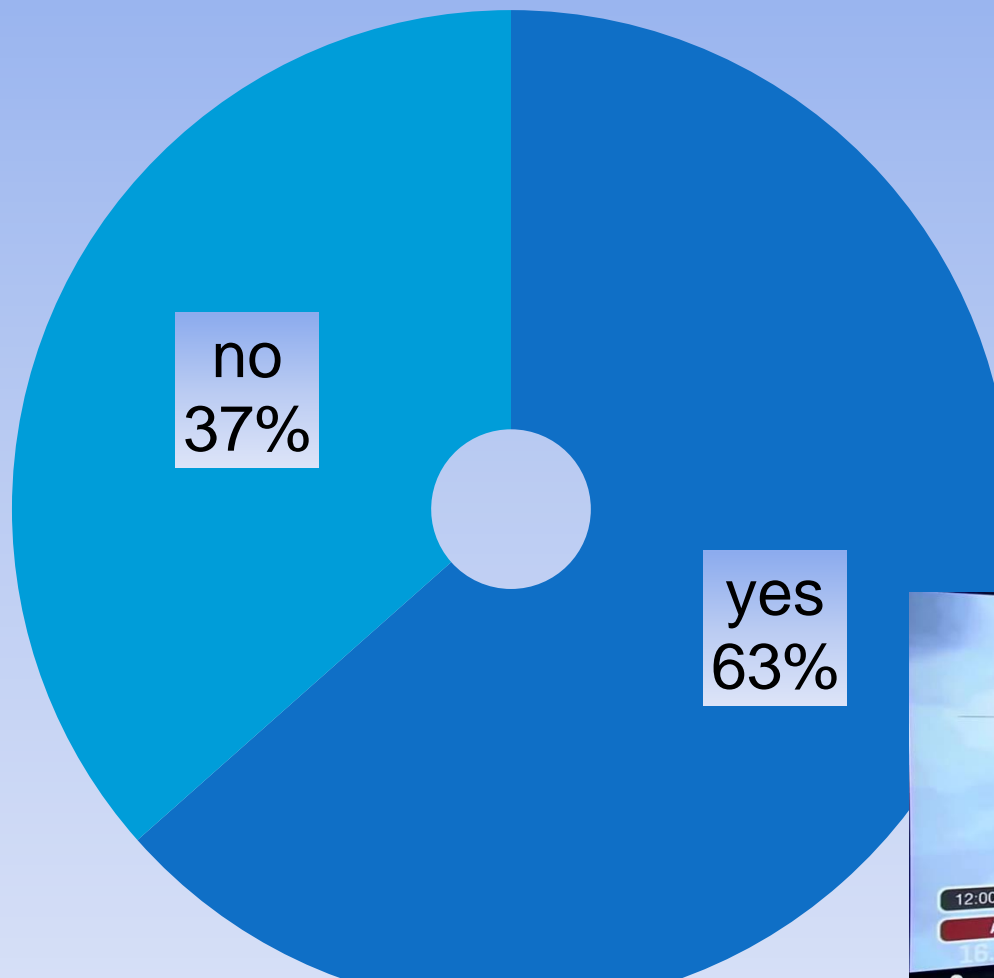


The weather presenter is still irreplaceable....

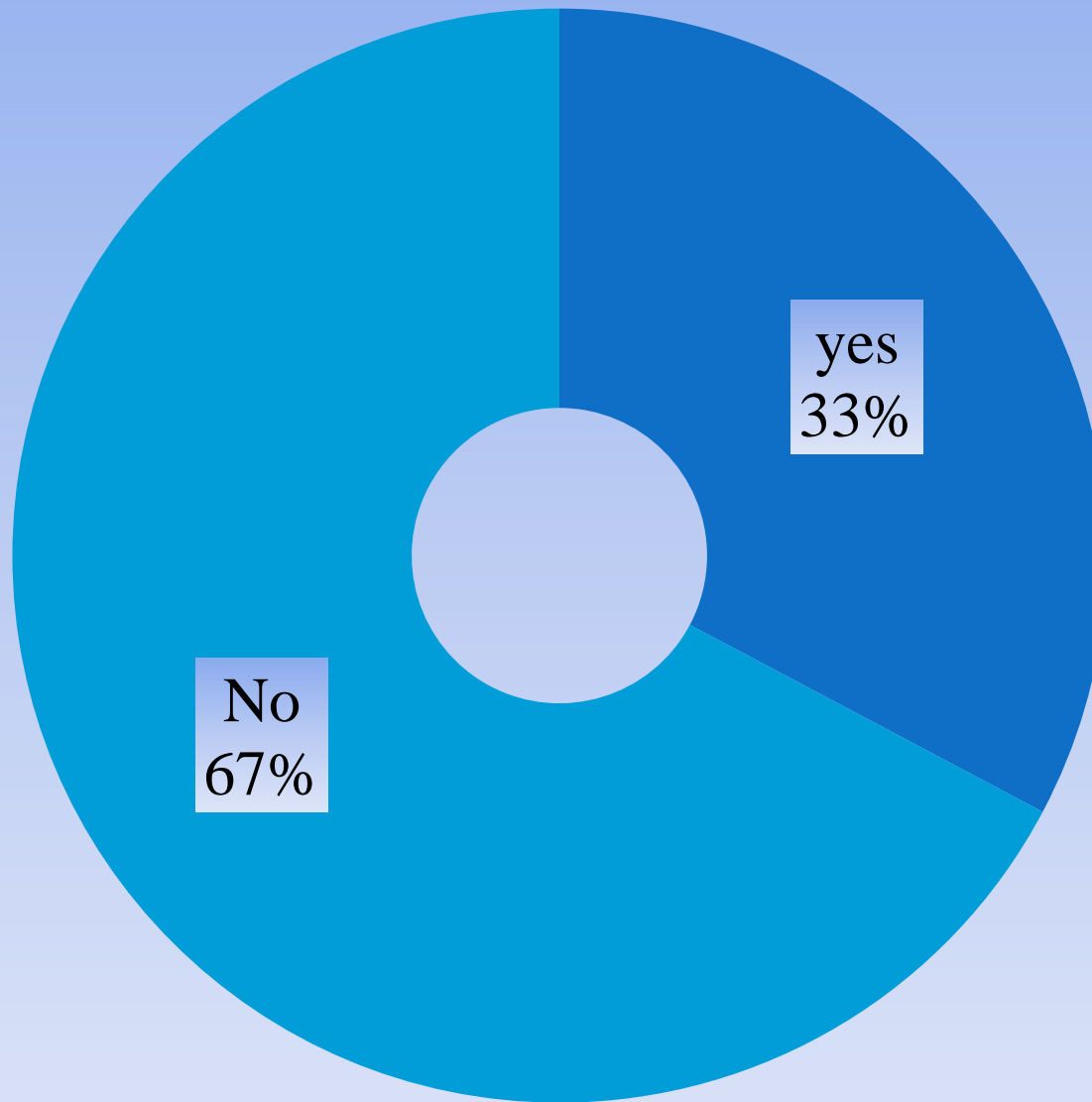
**forecasts with no presenters
usually early morning – night hours**



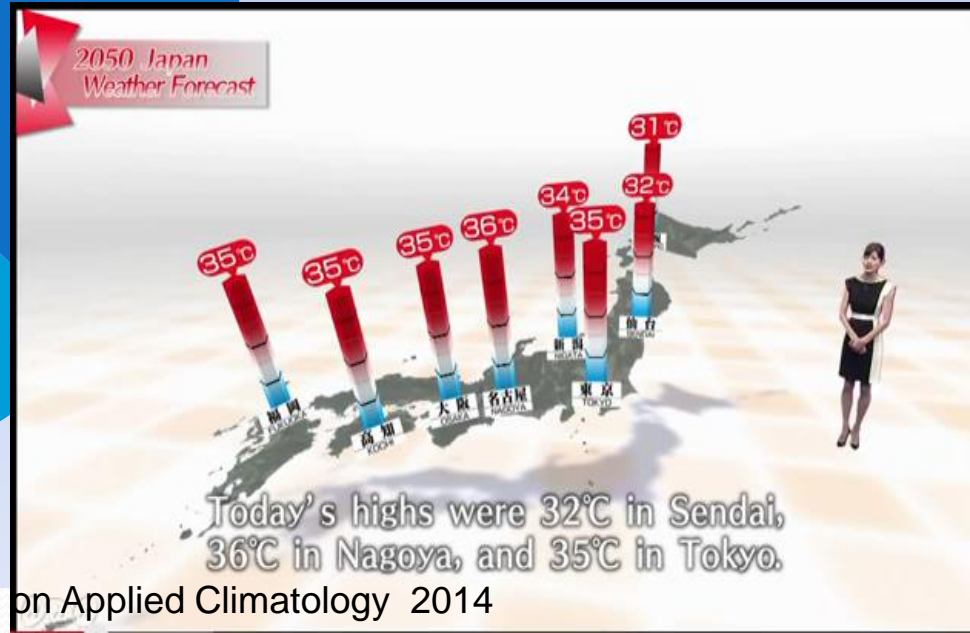
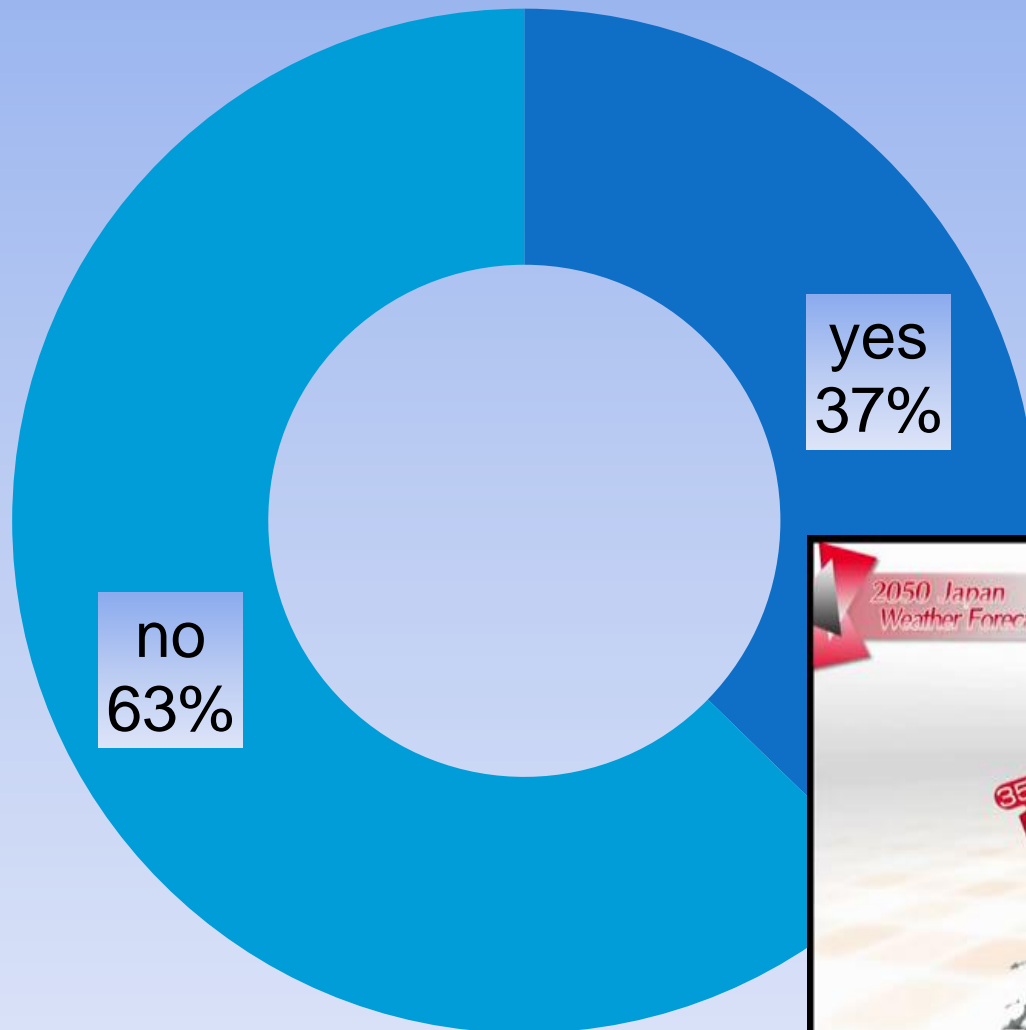
Use of classical screen

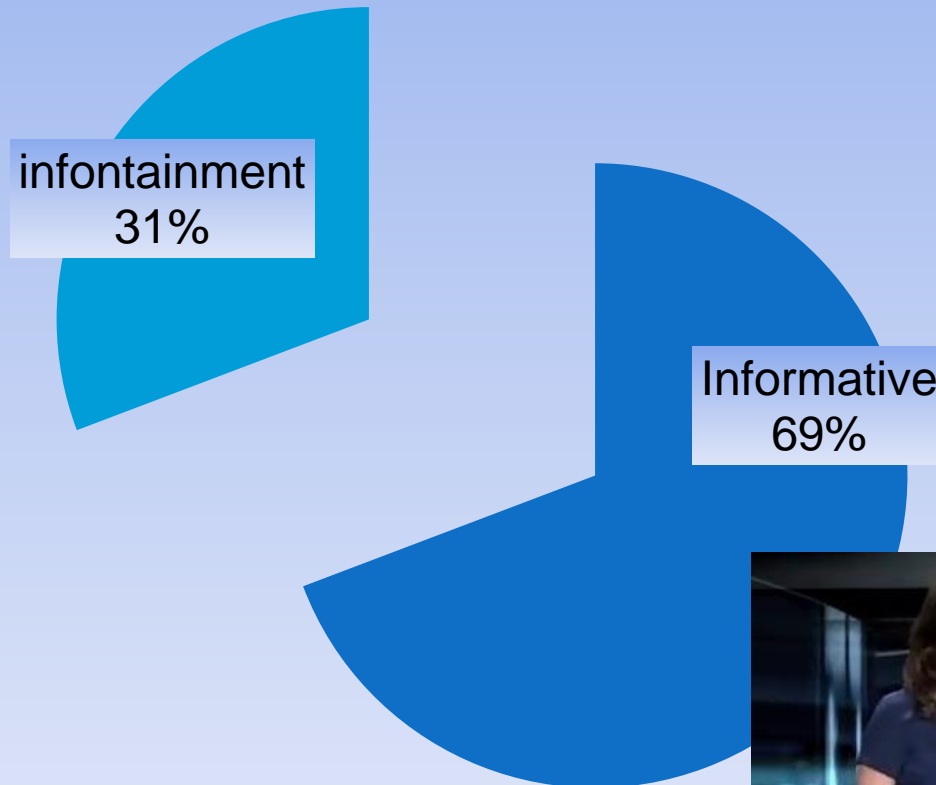


Use of touch screen



use of 3d animation





“only informative”

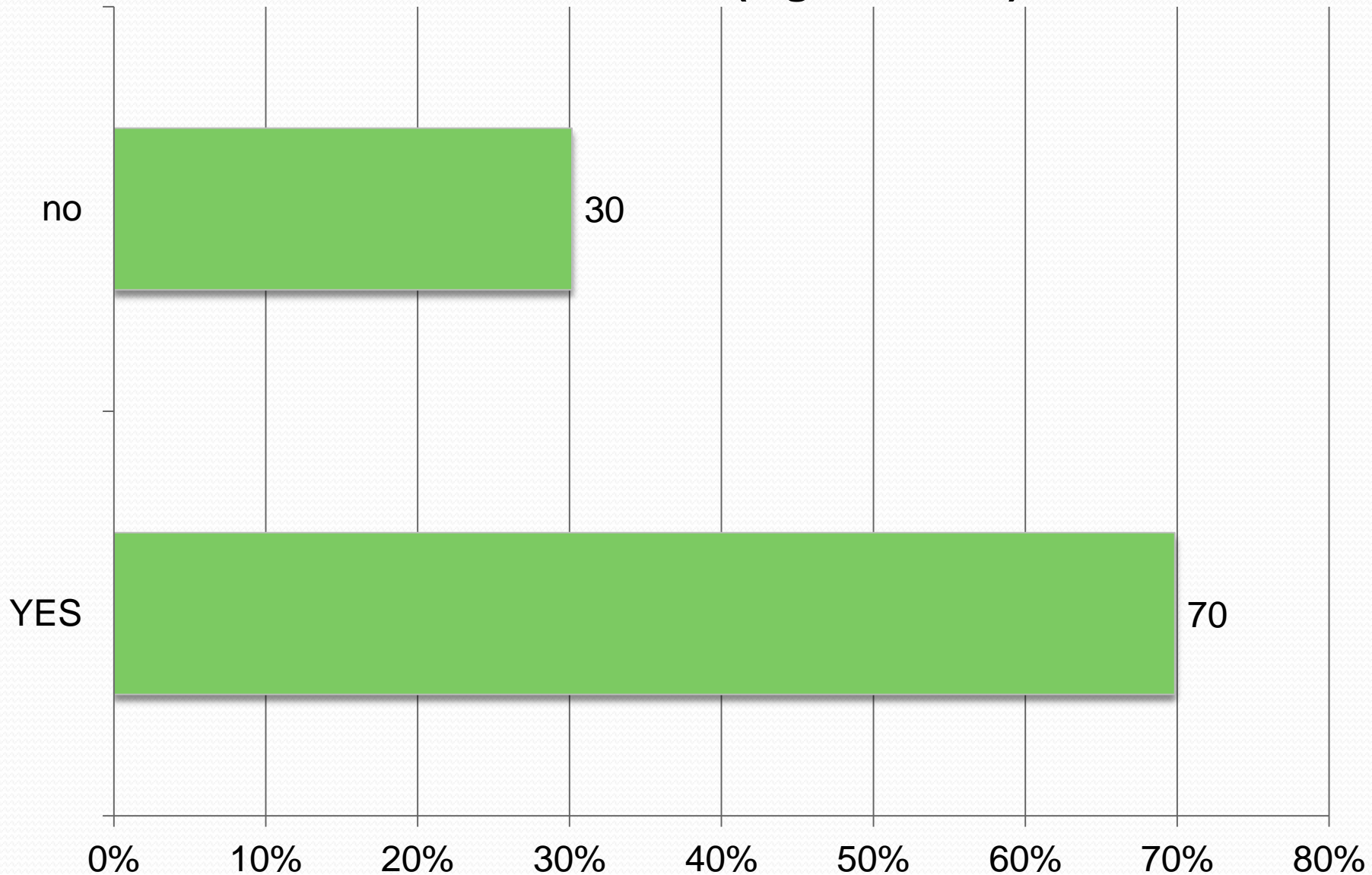
“mostly informative”

“Can be both but essentially informative”

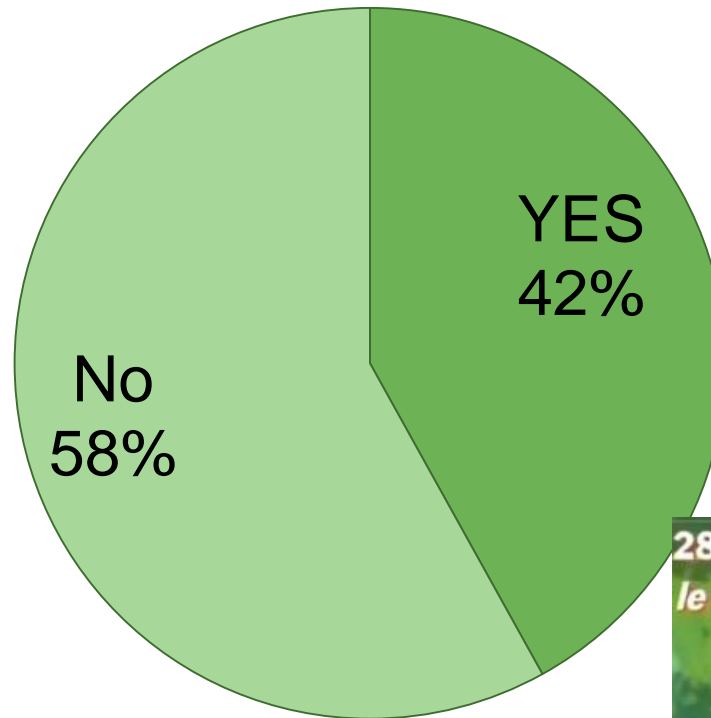
“Normally informative sometimes light infotainment”

For a commercial channel: “a mix: more leaning to entertainment than on Public Broadcaster”

is there a cooperation agreement between the channel and TV? (e.g. contract)



is it the weather presenter employee of NMS?



NMS provide channels with:

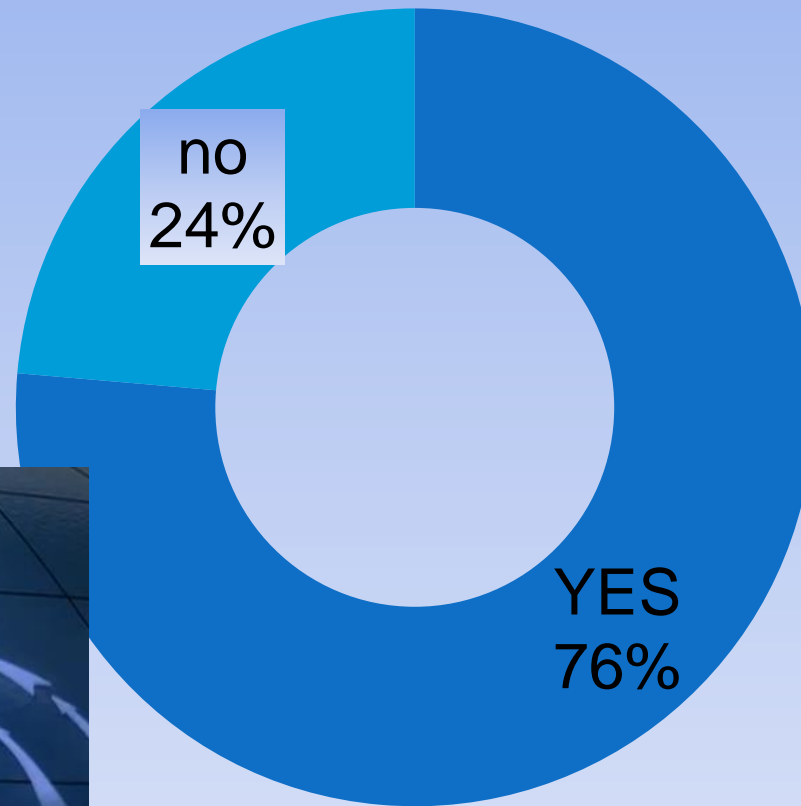
- only data

or

-Data and meteorologists who present the weather forecasts“

“We only supply information: most of them (channels) pay for satellite data, radar images, numerical weather products, past time data”

is there a possibility of "breaking news" forecast- warning about dangerous weather?



From European Nat. Met services:

- “according to agreement we have such possibility but we have not used it for a while”
- “Is planned but not yet implemented”
- “Basically yes but we have never demanded it”
- “In theory yes but the protocols are not very well established”
- “It is based on NMS weather warning system special crawls and breaking news”

“Not very easily”

“There is a law permitting government to broadcast a text message in case of dangerous weather”

Future work

- A more detailed and in depth analysis with more participants from members of



the International Association of
Broadcast Meteorology IABM

- (*with Tomas Molina - Universitat de Barcelona*)

- All the images are from video clips produced for :



World Meteorological Organization

“Weather Report for 2050”

- <https://www.youtube.com/user/wmovideomaster>



Thank you!!!