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Weathernews to Offer More Than Just Forecast

By Robb Murray

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Weathernews, which provides weather information to 1.5 million cell phone users, announced that the Meredith Corporation's 14 local television affiliates have joined its network.

Meredith Corporation will deliver television content on demand from WNI's LiveLocal mobile application offered via major U.S. wireless carriers for \$4.99 per month. The WNI Network offers localized video content, including weather and eventually news, traffic and sports direct to mobile phones.

"Our viewers have come to trust and rely on the Meredith Broadcasting Group's television stations as reliable sources of local news and information," Tim Reynolds, Meredith's director of interactive media, said in a statement.

Meredith Corporation content is slated to roll out early in the first quarter of this year.

Daniel Scalisi, vice president of media services for Weathernews Americas, said the partnership will give subscribers access to information directly from their mobile phone in a localized video format, which allows for new ways to reach a wider audience.