

From DigitalTelevision.com

Industry News

Weathernews Inks Partnership with Young Broadcasting's KRON

By Staff

Feb 3, 2006, 10:48

Weathernews, the world's most experienced and trusted provider of mobile weather content with over 1.5 million paying mobile subscribers, is pleased to announce that San Francisco-based independent television station KRON, has joined the WNI Network. The WNI Network offers localized video content including weather, news, traffic, and sports direct to subscriber cell phones. KRON serves approximately 2 million viewers, is the largest independent television station in the United States, and is owned and operated by Young Broadcasting. By joining the WNI Network, KRON will deliver its television content on demand from WNI's "LiveLocal" mobile application offered on major US wireless carriers for \$4.99 per month.

"Many of our viewers have little time to relax, but they still want to stay on top of the latest Bay Area news, weather, sports and other local information whether they're at home or on the road," said Mark Antonitis, President and General Manager at KRON. "By joining the WNI Network, we are using the latest mobile technologies to enable our viewers to watch our local programming at their convenience."

Content from KRON is slated to roll out within the LiveLocal mobile video application from WNI when it launches in Q1 of 2006.

"We are looking forward to working with KRON, whose offices are located just down the street from our U.S. headquarters," said Daniel Scalisi, Vice President of Media Services for Weathernews Americas Inc. "Our partnership with this station known for reliable, actionable news programming in the Bay Area will help change the way San Franciscans are watching television content today."

Copyright 2001-2006 © CMP Entertainment Media, Inc.
460 Park Avenue South, 9th Floor, New York, NY 10016 T (212) 378-0400 F (212) 378-2160
For any information regarding this site, contact the [webmaster](#).