

LIN TV to deliver news, information to cell phones

Weathernews, a provider of mobile weather content, announced Tuesday that Providence-based

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WNI LiveLocal offers local video content on demand including weather, news, traffic and sports direct to subscriber cell phones with a network of local broadcast affiliates in major markets in one application.

By joining the WNI Network, LIN TV will deliver local news content from its television stations on demand from WNI's "LiveLocal" mobile application offered on major U.S. wireless carriers for \$4.99 per month.

"WNI's partnership with LIN TV continues to validate mobile video as a valuable and important medium for broadcast content delivery," said Daniel Scalisi, vice president of media services for WNI. "Television viewers increasingly want content that is local and available on-demand. 'LiveLocal' provides broadcasters with a tool to deliver video content to viewers when they need it, while also providing them with a new source of revenue."

"This partnership is a natural extension of the strong local news brands that LIN TV has created over many years. Our viewers can now see our local news and information on their mobile devices – anywhere, anytime," said Gary R. Chapman, chairman, president and CEO of LIN TV.

LIN TV owns and operates 30 television stations in 18 mid-sized markets in the U.S. and Puerto Rico.

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