

The Weather Channel

ATLANTA, MARCH 2002

The Forecast Looks Bright

The Weather Channel Radio Network required dependability, speed, flexibility and efficiency at the user level.

The success with the Dalet Media Asset Management system has spurred The Weather Channel Radio Network to deploy wider implementation of the system in 2002 and to include other types of audio production and distribution.



SUCCESS STORY



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Through Rain, Sleet, and Snow, Dalet Delivers the Forecast



A school teacher in Chicago wakes up to her radio alarm to hear if there's snow before planning her wardrobe for the day. A roofer in Texas leaves his rain jacket in the pickup after hearing today's weather will be sunny. A young mother in New England listens for the morning weather report before deciding whether to bundle the kids up in winter coats or rain gear. These individuals share a common thread with millions of other radio listeners. They depend on a dedicated group of

meteorologists at The Weather Channel® Radio Network in Atlanta to help them prepare for that day's weather. The Weather Channel, the leading weather information provider to radio stations across the United States, takes its mission very seriously. "What we're providing to these radio stations is a forecast from The Weather Channel which carries with it a brand linkage," according to Operations Manager Brent Bass. "It also starts to help identify that station with our brand, which is the strongest, most preferred provider of weather information across the country."

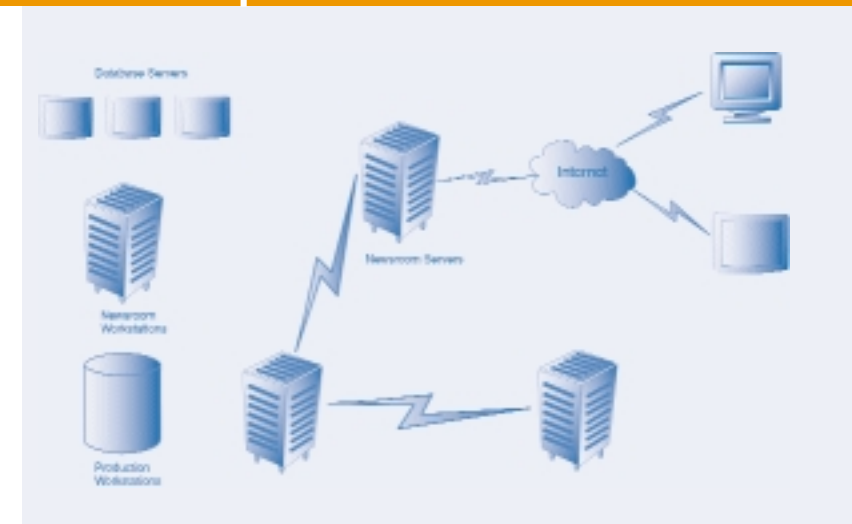
Dalet Helps Get the Forecast Out



With this system, Bass says the Weather Channel Radio Network now offers its affiliates hundreds of customized weather updates each day around the clock, achieving much greater output and efficiency with the same staffing levels. "The potential is absolutely staggering for what we could do with this."

No More Scheduling Hassles

In addition, the Dalet system automatically converts the audio files into file formats specified by each affiliate such as MP3 or WAV. Bass says this workflow is already finding success with customers. "They have automated processes that then retrieve it off their FTP server, process it, and get it into the play systems. So it works out very, very elegantly."



Providing Forecasts For Affiliates

The Weather Channel Radio Network is embarking on a new method of producing and distributing its forecasts to over 80 affiliates, using a Dalet Media Asset Management system at the core.

"We needed a system that we could create digital audio content on, that would store that content in a database and then provide us with a distribution mechanism," says Bass.

Unparalleled Productivity

The Weather Channel Radio Network uses the Dalet system to create, manage, and distribute content for their customized web pages. Staff meteorologists write and record their audio forecasts on the Dalet system.

On the same screen, the meteorologist edits the audio clips according to the client station's specifications. Once the forecasts are ready for air, they are published onto a website using the Dalet Web Portal

(DWP), which automates the creation of multimedia web pages. The Weather Channel affiliates can then login to their secure web page and retrieve their customized weather forecasts and audio feeds.

Flexibility is Key

"We wanted to find something that gave us the flexibility to be a bit more creative in our scheduling and production of the recorded content," says Bass. "If we're able to record it digitally



here, save it digitally here, mount it to the database and then eventually mount it to either an automatic FTP delivery or to a web page, that gives us a lot more flexibility and also control of that content."

When fully deployed, meteorologists will no longer have to place phone calls to each station at specific times and then wait while engineers prepared to record their forecasts live to tape. "That became and still is a scheduling hassle for us. It's very difficult to try and plan out all that kind of stuff." The Dalet system's ability to convert the audio file and publish it to a web site in the background saves time and effort on both ends of the transaction.



Repurposing Made Easy

An added benefit came from the Dalet system's ability to publish content to weather.com, the website of The Weather Channel.

"The system also really did facilitate our being able to provide content to weather.com," according to Bass. "If you

launch on to weather.com, you can pick up and listen to regional audio weather reports and the national weather report" produced on the Dalet system.

Professional, Reliable Support

Perhaps most satisfying to The Weather Channel has been Dalet's customer support team. "They've really worked with us



to try and continue to customize and create this thing so that it's doing what we need it to do."

The project manager came in and said "Let's really functionally describe and work through what is it you want this to do, and how do you want it to do it."

