

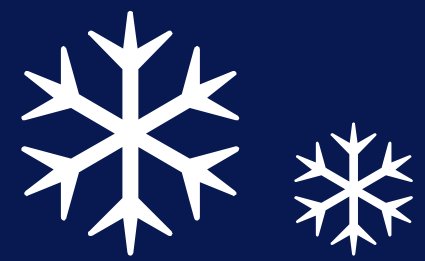
The Weather Company's Local Alert Platform

**Partnering for Safety: Enabling Alerting Authorities
to Reach Affected Citizens Before, During and After Events**

American Meteorological Society – Annual Meeting, Jan 2016



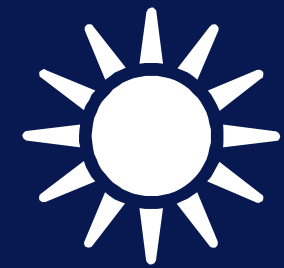
Partnership Opportunities Across Our Four Touchstones



Science

Improving our forecasts

Investing in tomorrow's workforce



Services

Expanding global content for all users

Improving resolution of offerings



Safety

Promulgating gov't warnings

Augmenting with pertinent Information (Shelters, etc)



Storytelling

Finding the unique stories

Highlighting National Met Services

Supporting National Meteorological Services helps every nation's citizens and promotes the value of the Met Services

United Republic of Tanzania

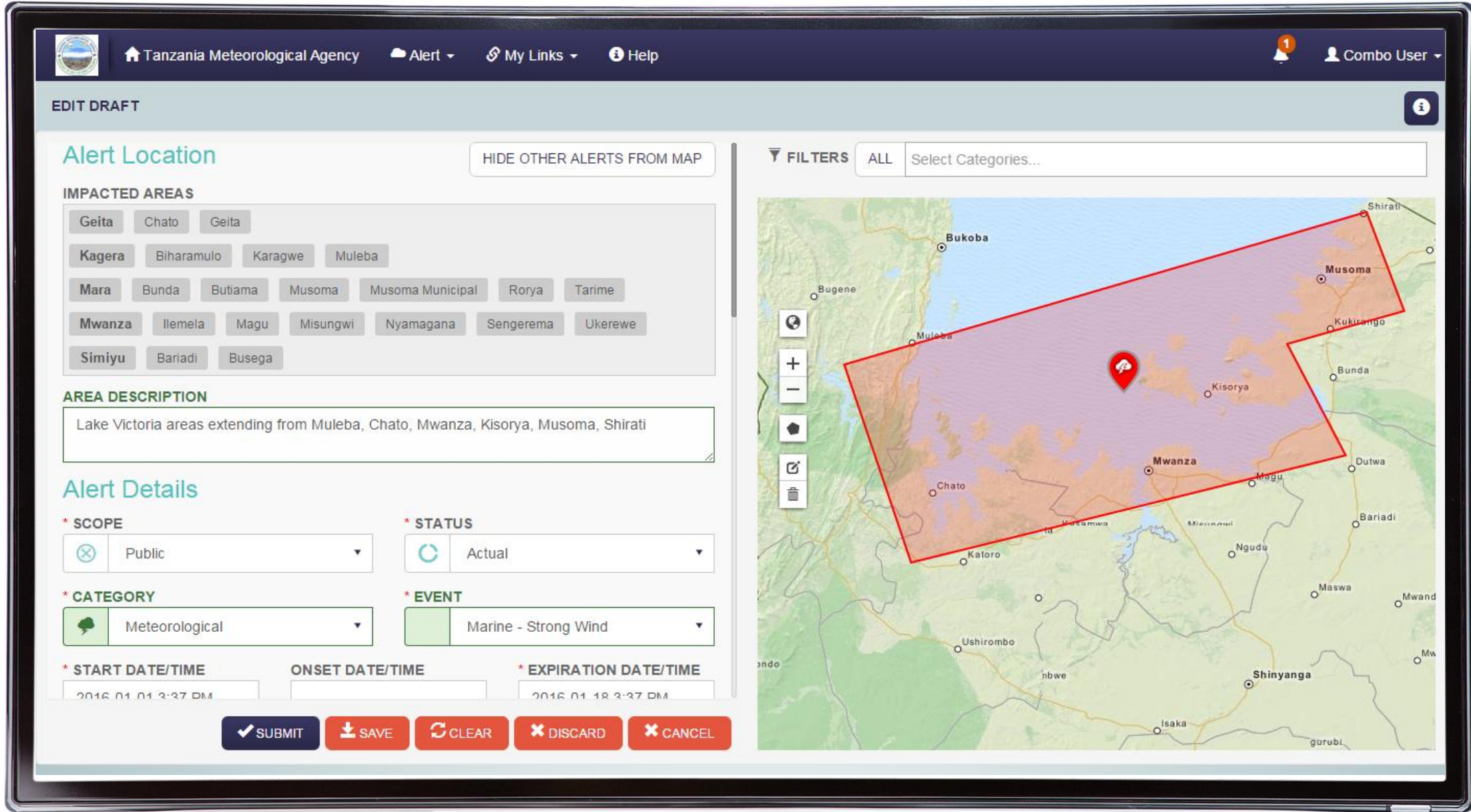


Area: 947,303 km2, 365,756 sq mi. **Water:** 6.4%

Lake Victoria (borders Uganda, Kenya): 4,000+ people drown every year as storms overwhelm boats

Alerting Authority: Tanzanian Meteorological Agency

Alert Types: Heavy Rain, Strong Wind, Large Waves, Drought, High Temperature (Heat Waves)



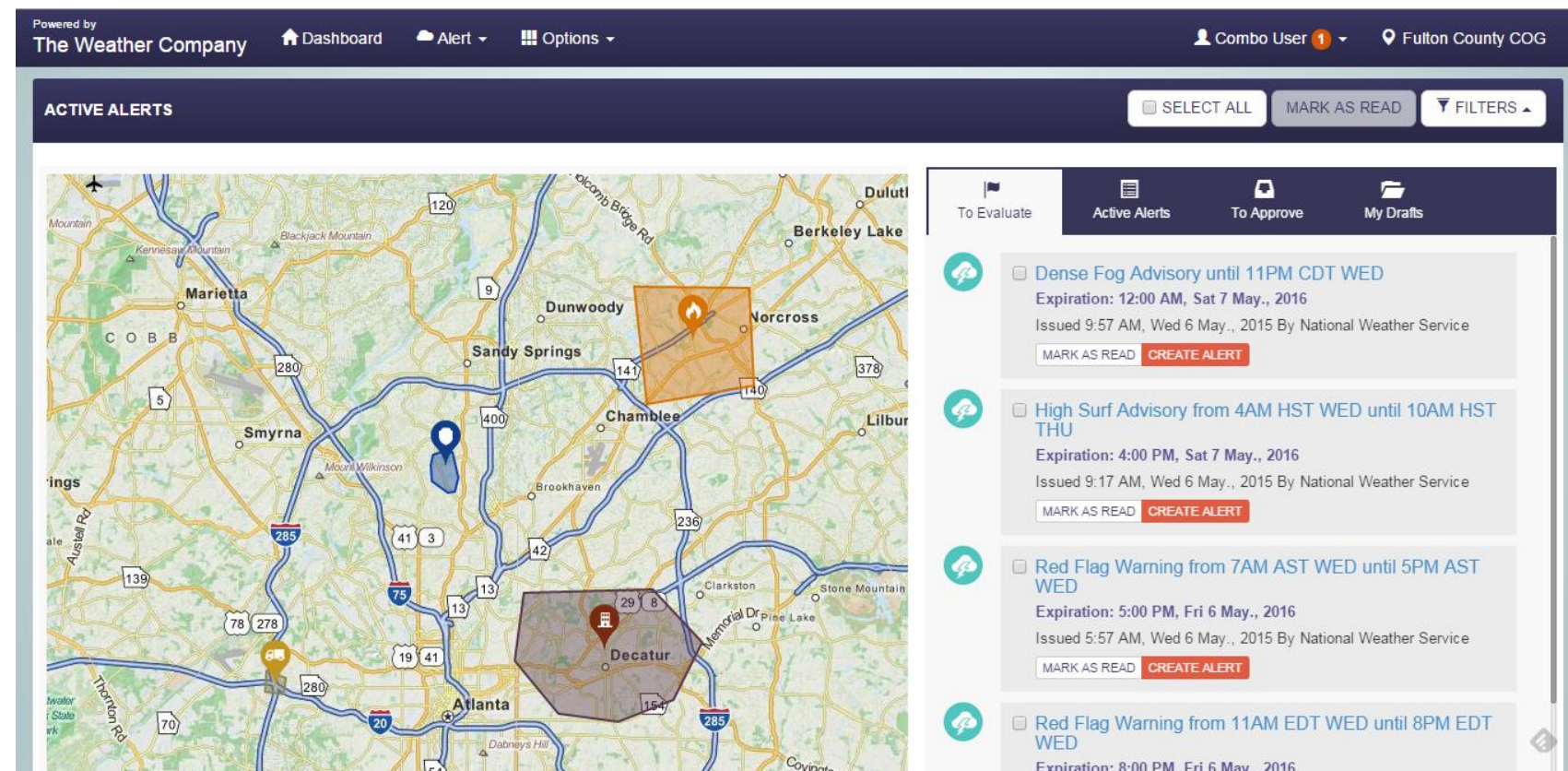
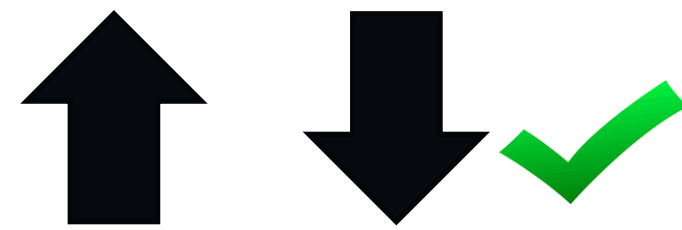
Enabling Alerting Authorities with CAP

1) WMO Registry of Alerting Authorities (HKO)

Authenticates authorized alert creators



Authorized
Users login



2) Local Alerts Platform

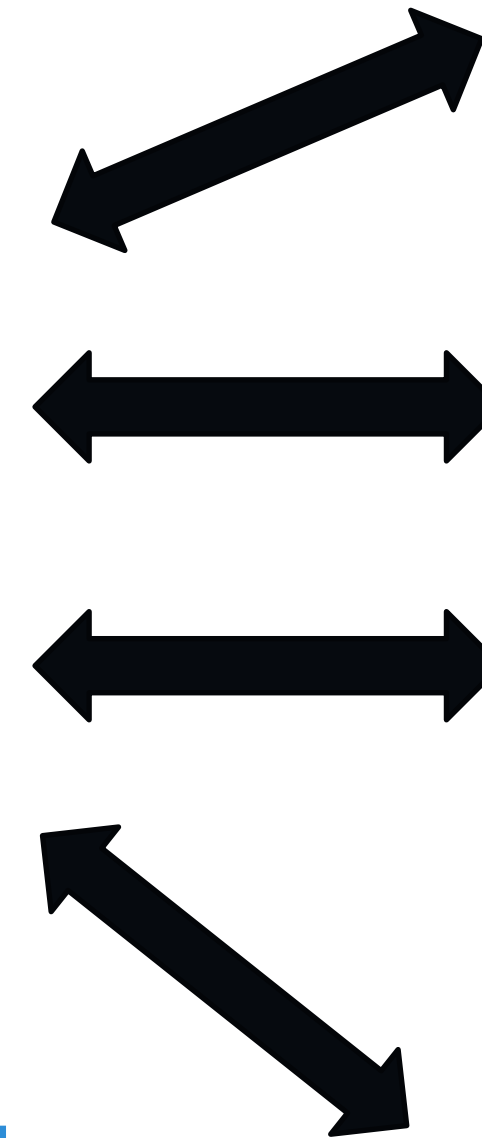
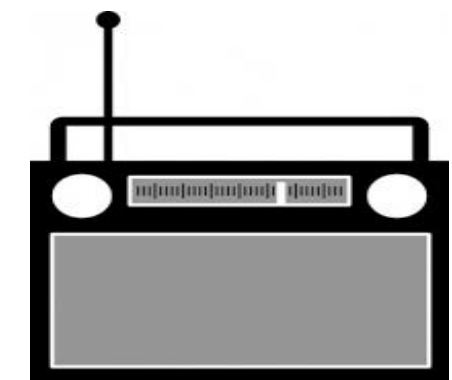
Authorized users create/approve alerts on the Local Alerts Platform which **attributes Alerting Authority as source** and distributes alerts to Alert Hub



3) WMO Alert Hub

Enables Publishers to post alerts and Subscribers to receive Authority's alerts

Alert Subscribers & Citizens receive alerts from their country's Alerting Authority(s)

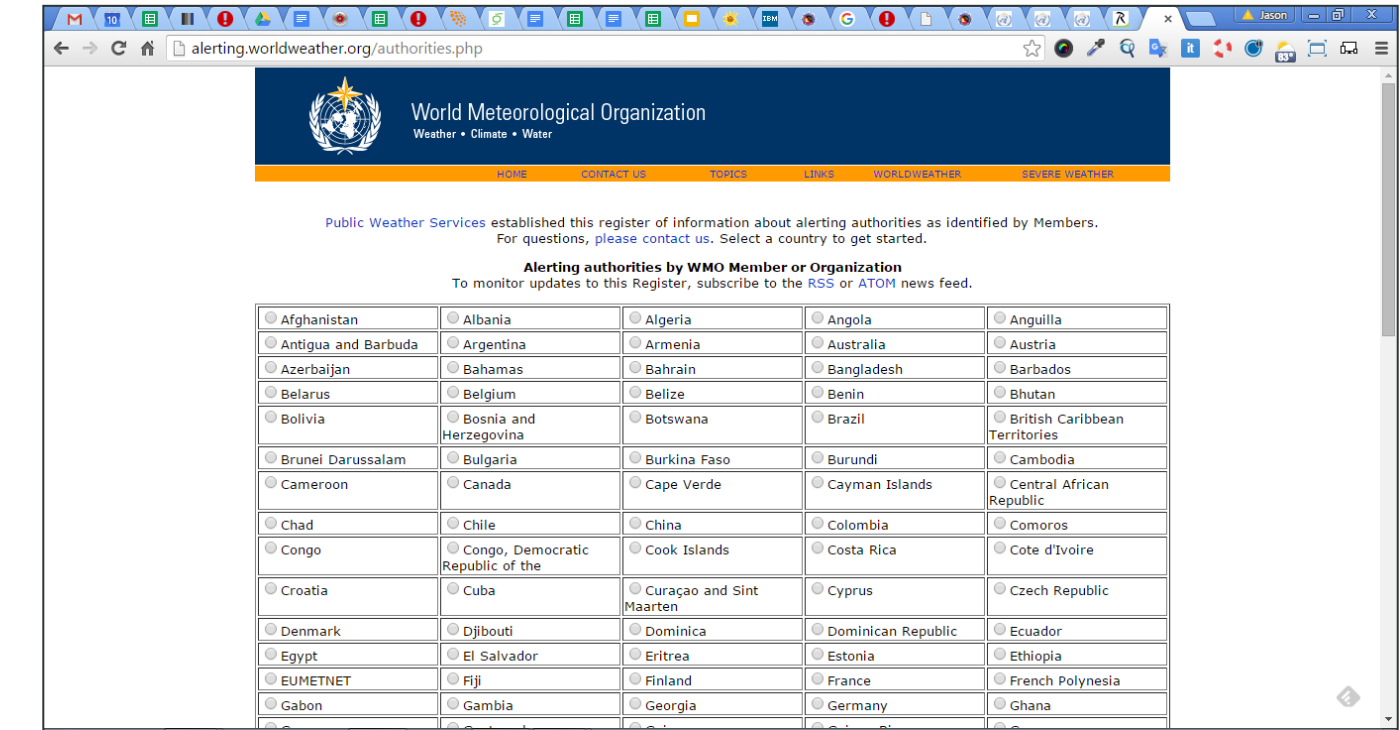


1) WMO Registry of Alerting Authorities

- WMO Member PR's are requested to designate editors for their country



- Each designated editor is approved by WMO/PWS to create alerting authorities and users for their country
- Registry operated by Hong Kong Observatory

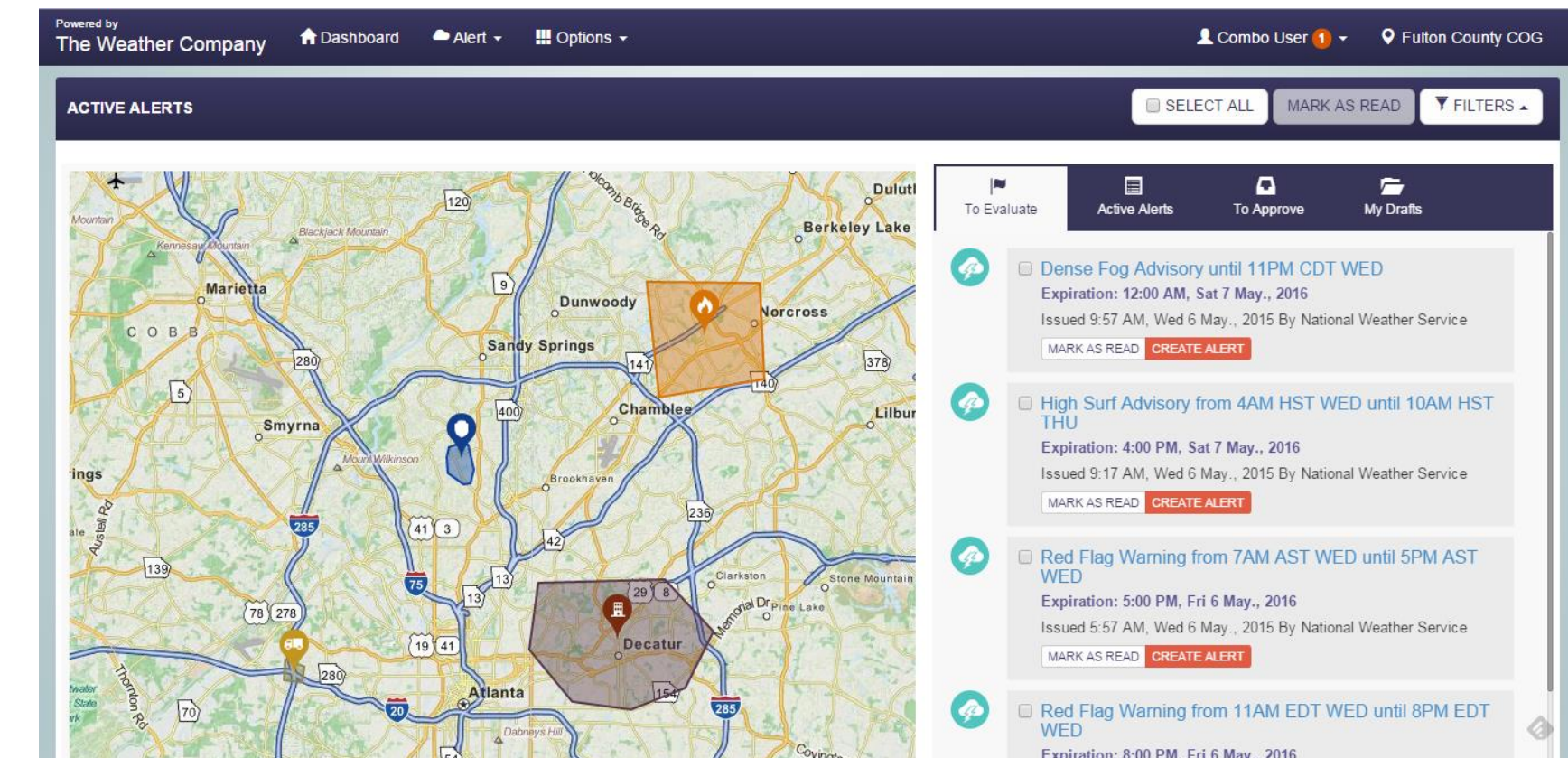


The screenshot shows the WMO Registry of Alerting Authorities website. The header includes the WMO logo and navigation links. The main content area features a table titled "Alerting authorities by WMO Member or Organization" with a grid of country names, each preceded by a globe icon. The table is organized into five columns and ten rows.


Alerting authorities by WMO Member or Organization				
Afghanistan	Albania	Algeria	Angola	Anguilla
Antigua and Barbuda	Argentina	Armenia	Australia	Austria
Azerbaijan	Bahamas	Bahrain	Bangladesh	Barbados
Belarus	Belgium	Belize	Benin	Bhutan
Bolivia	Bosnia and Herzegovina	Botswana	Brazil	British Caribbean Territories
Brunei Darussalam	Bulgaria	Burkina Faso	Burundi	Cambodia
Cameroon	Canada	Cape Verde	Cayman Islands	Central African Republic
Chad	Chile	China	Colombia	Comoros
Congo	Congo, Democratic Republic of the	Cook Islands	Costa Rica	Cote d'Ivoire
Croatia	Cuba	Curaçao and Sint Maarten	Cyprus	Czech Republic
Denmark	Djibouti	Dominica	Dominican Republic	Ecuador
Egypt	El Salvador	Eritrea	Estonia	Ethiopia
EUMETNET	Fiji	Finland	France	French Polynesia
Gabon	Gambia	Georgia	Germany	Ghana

2) Local Alerts Platform

- Authorized users can create alerts based on the permissions established by the Registry of Alerting Authorities
- Authorized users can create templates and save draft alerts to enable easier alert creation
- Alerts clearly communicate the National Met Service is the source of the alerts
- Cloud-hosted; No infrastructure or hosting expenses



Creating an Alert: Source clearly identifies the Met Service as the Alert Issuer



Tanzania Meteorological Agency

Alert

My Links

Help

1

Combo User

EDIT DRAFT

Marine - Strong Wind from 3:37PM EST FRI until 3:37PM EST MON

* DESCRIPTION

Strong winds exceeding 40km/hr and large waves exceeding 2.0 meters are expected for Lake Victoria areas extending from Muleba, Chato, Mwanza, Kisorya, Musoma, Shirati.

This is due to presence of moderate Tropical Storm "EXAMPLE" in the south-western Indian Ocean which drags winds from the Somali coast and Congo forest.

TMA will continue to monitor the situation and issue updates when necessary.

Alert Source

SOURCE

Tanzania Meteorological Agency

REFERENCE

AUTHOR

Combo User

CONTACT PHONE NUMBER

CONTACT WEBSITE

SUBMIT

SAVE

CLEAR

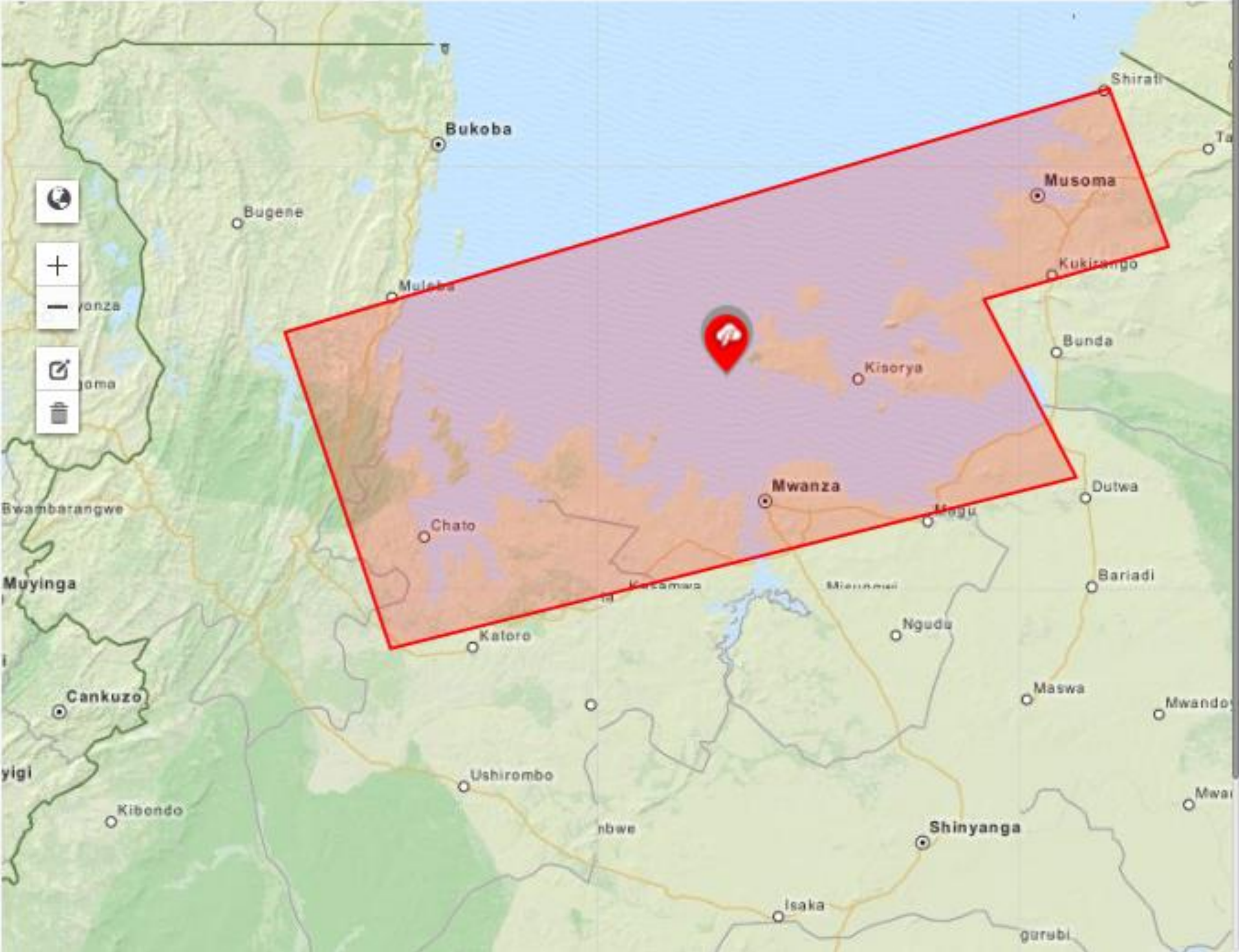
DISCARD

CANCEL

FILTERS

ALL

Select Categories...



3) Users View Alert: Met Service attributed as the Alert Issuer

FORECASTS

MAPS

VIDEO

PHOTOS

NEWS

LIVE TV

HURRICANES

The Weather Channel

88° Havana Cuba

68° Kuwait City, +...

70° Verulam, Sou...

Search city, zip, or place

Des Moines, IA Weather

Observation as of 2:25 pm CST

62°F

Special Weather Statement

Tornado Watch until Wed, 6pm

High Wind Warning from Wed, 9pm until Thu, 6am

Back to Des Moines, IA Weather

High Wind Warning for Polk County, IA

From 9pm CST, Wed, Nov 11 Until 6am CST, Thu, Nov 12

Issued by The National Weather Service
Des Moines, IA

... HIGH WIND WARNING REMAINS IN EFFECT FROM 9 PM THIS EVENING TO 6 AM CST THURSDAY... WIND ADVISORY REMAINS IN EFFECT FROM 6 AM TO 6 PM CST THURSDAY...

* TIMING... STRONGEST WINDS WILL REACH WESTERN IOWA THIS EVENING AND CENTRAL IOWA BEFORE MIDNIGHT... THEN DIMINISH A BIT BUT REMAIN STRONG ON THURSDAY.

* WINDS... SUSTAINED AT 35 TO 40 MPH WITH GUSTS IN EXCESS OF 55 MPH TONIGHT... DIMINISHING TO 30 TO 35 MPH WITH GUSTS TO NEAR 45 MPH ON THURSDAY.

* IMPACTS... THE STRONG WINDS WILL AFFECT TRAVELERS... ESPECIALLY HIGH PROFILE VEHICLES ON NORTH SOUTH ROADS. LOOSE OBJECTS WILL ALSO BE BLOWN AROUND.

Radar

Nov 11, 2:50pm CST

Weather In Motion®

Get Weather READY

Be Prepared for High Winds

General Driving Safety Tips

Check the Latest Road Weather Conditions

Interactive Wind Map

More Current Weather Maps

More from WeatherReady

Gilchrist, OR

ALERT High Wind Warning

38°

Mostly Cloudy

39° / 30°

GLOBAL WEATHER, GLOBAL REACH



2.2B+

GLOBAL WEATHER
FORECAST POINTS



180K

PERSONAL WX STATIONS



175M+

GLOBAL SMARTPHONE
APP INSTALLS



250MM+

CROSS PLATFORM,
MONTHLY USER REACH

PARTNERSHIPS TO ENABLE MET AGENCIES TO COMMUNICATE THEIR ALERTS TO CITIZENS

Thank You.