Our Changing Globe: The Challenges and Value of Monitoring Earth Processes  
May 12, 2014  9:45-10:15 AM 

Michael Steinberg  
Senior VP, Special Initiatives  
AccuWeather, Inc.  
michael.steinberg@accuweather.com
AccuWeather Overview

Our Changing Globe: The Challenges and Value of Monitoring Earth Processes
May 12, 2014  9:45-10:15 AM

AccuWeather Background
Data Issues
Summary and Recommendations
AccuWeather Background

- What we do
- Our reach
- Our resources
- Our use of data
- Our sources of data
AccuWeather Background

• Started by Joel N. Myers while a Penn State grad student in 1962
• Dr. Myers remains very active as President and Chairman
• Barry Myers CEO, Evan Myers COO
• Company evolved from a seasonal forecasting boutique to a global media leader
AccuWeather Mission
To save lives, protect property, and help people to prosper, while expanding AccuWeather as a healthy and profitable business.

AccuWeather Vision
To be the world's best and most-used source of weather information.
AccuWeather Lines of Business

**Digital Media**
- Traditional and Mobile Web
- Apps, Widgets & Gadgets
- Interactive Television
- Digital Signage

**Traditional Media**
- AccuWeather TV Network
- Television Systems
- TV Branding Partnership
- TV Broadcasts
- Radio
- Newspapers

**Enterprise Solutions**
- SkyWarn Site-Specific Weather Warnings
- Customized Forecast, Warning, Consultation and Data Services
- Business Analytics
- Forensics

p.6 michael.steinberg@accuweather.com
Global Audience Growth

- Smart TV
- PCs and tablets
- Web and mobile
- TV, radio and newspaper
Resources

• Facilities
• People
• Relationships
• Data – sources and uses
Facilities and People

AccuWeather Global Headquarters and Operations Center – State College, PA

AccuWeather Media Sales – Rockefeller Center, NYC

AccuWeather Enterprise Solutions – Wichita, KS

International Offices in Montreal and Beijing

p.9 michael.steinberg@accuweather.com
The AccuWeather Forecast Engine
Data Resources

• NOAA/NWS Data
• Other US Agencies
• Private Sector Data
• International Data – Canada, China, Europe, Japan, etc.
NOAA/NWS Government Data

• History and Perspective
  • Role of government with regard to weather data and forecasts
  • Relationship between NOAA/NWS and private sector
  • Laws and policies on release and external use of NOAA/NWS data

• The Data
  • NOAA data and their limited use of private sector data
  • Monitoring vs. other kinds of data

• The Issues
  • Cost vs. value – ROI of weather data and forecasts
  • Release of NOAA/NWS data – Current RFI and in-negotiation CRADA
  • Discontinuation of NOAA/NWS data and products
History and Perspective
Our Debt to the NRC

- 2003 – Misunderstandings and inefficiencies
- 2014 – Partnerships, roles and maximum public benefit
History and Perspective

Our Debt to the NRC

- 2003 – Misunderstandings and inefficiencies
- 2014 – Partnerships, roles and maximum public benefit
Data and Issues

• The Data
  • NOAA data and their limited use of private sector data
  • Monitoring vs. other kinds of data

• The Issues
  • Cost vs. value – ROI of weather data and forecasts
  • Release of NOAA/NWS data – Current RFI and in-negotiation CRADA
  • Discontinuation of NOAA/NWS data and products
Summary and Recommendations

- Essential role of government
- Essential role of private sector
- The big question – When should government begin, continue or end provision of data? (A framework for decision-making)