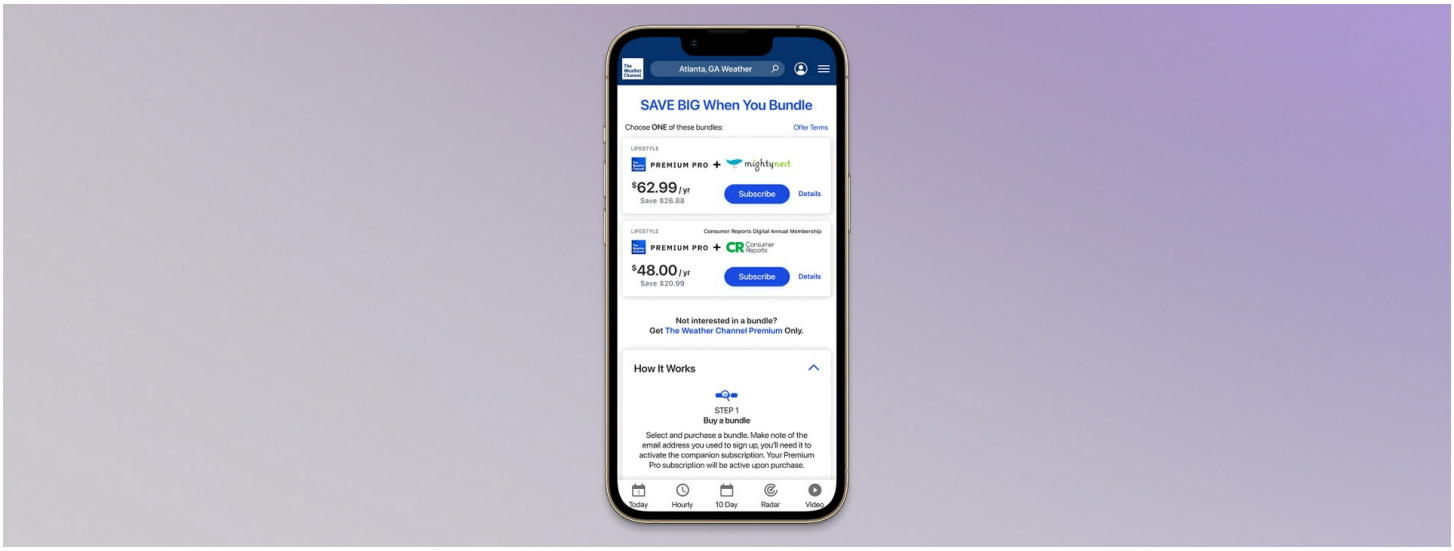
IBM Newsroom

The Weather Channel Teams Up with Consumer Reports and MightyNest to Offer Convenience for Digital Customers with Expanded Premium Subscription Packages

Innovative Industry Collaboration on Bundling Keeps Consumers at the Forefront, Adding to The Weather Channel Packages Already Available with Tripadvisor and USA TODAY



ARMONK, NY (December 21, 2022) – Subscriptions have become commonplace in the digital world, and bundling is designed to help lower both pricing to the consumer and investment from the brand. To date, however, bundling can arguably be most viable when part of a larger media portfolio. The Weather Channel, part of IBM (NYSE: IBM), has developed a platform solution that not only provides account management for the end consumer, but also makes bundling viable across media portfolios, creating some often-surprising collaborations between digital publishers.

The Weather Channel digital properties has expanded its premium subscription offerings, adding new packages with independent products ratings organization Consumer Reports and sustainable home products retailer MightyNest. The bundling will allow for discounted rates, helping consumers manage their multiple digital subscriptions in one place – providing convenience while on the go and offering brand awareness to The Weather Company's more than 415 million monthly visitors served globally[1]. The platform also aims to help ease the technological backend for brands bundling with The Weather Channel. These collaborations show a compelling business case for how publishers strive to help expand reach, grow subscription membership, and enhance customer service by offering value-added services to end consumers in the U.S.

"The Weather Channel customers are accustomed to having information at their fingertips, and MightyNest gives their consumers the efficiency and transparency they are looking for when purchasing sustainable household essentials," says MightyNest co-founder and CES Chris Conn. "MightyNest recommends products based on a customer's specific home and lifestyle needs, and our rating system makes it easy for them to find products that suit their preferences."

Building on co-bundled premium subscription packages already announced with Tripadvisor® and USA TODAY, The Weather Channel efforts are designed to save consumers time and money. Pairing two premium subscriptions can help consumers manage multiple subscriptions while integrating weather from the world's most accurate weather forecaster.[2]

"Consumers are demanding convenience and ease of use when it comes to managing their subscriptions," said Sheri

Bachstein, CEO of The Weather Company, an IBM Business. “Weather impacts everyone, everywhere, every day. Offering bundled subscriptions is another way we can provide added value that helps people make more informed decisions in daily planning.”

According to an IBM Watson Advertising study, 82% of respondents check the weather daily[3] It’s become a daily habit to check weather information, and a bundle helps a consumer access the latest weather along with news, ratings or shopping information in one convenient location to help save them time and effort.

The Weather Channel Premium Pro subscribers gain access to deeper weather insights, such as 72-hour future radar and eight days of hourly forecasts, all in an ad-free environment. Consumers now have the option to pair The Weather Channel Premium Pro digital subscription[4] with another subscription, all while managing both subscriptions in one place.

Consumers can subscribe to the information they want in one place on The Weather Channel website. Bundling options include top names such as:

- **Consumer Reports Digital Annual Membership** – On-the-go access to trusted ratings on thousands of products and services, expert shopping advice, and members-only savings to help shoppers buy confidently with unbiased testing and research.
- **MightyNest Shop Sustainably Membership** – Receive personalized product recommendations for sustainable living. Members receive free monthly shipping, exclusive member benefits and up to 35 percent off top sustainable brands such as Mrs. Meyers, Seventh Generation, Stasher and more. Know what you’re buying with sustainability scores from MightyNest showing every product’s ingredients, materials and waste impact.
- **Tripadvisor Plus** – Receive members-only prices and perks on travel experiences, hotels and more from the world’s largest travel guidance platform, to enhance the trip planning experience.
- **USA TODAY’s Digital All-Access plan** – Access subscriber-only content and newsletters, exclusive conversations with the newsroom, and the eNewspaper, a digital replica of the print edition, from the largest local-to-national digital media organization representing the voice of an entire nation.

To learn more about pricing and subscribe to The Weather Channel Premium bundle with these brands, visit www.weather.com/subscribe/bundle.

About Consumer Reports
Founded in 1936, CR has a mission to create a fair and just marketplace for all. Widely known for our rigorous research and testing of products and services, we also survey millions of consumers each year, report extensively on marketplace issues, and advocate for consumer rights and protections around safety as well as digital rights, financial fairness, and sustainability. CR is independent and nonprofit.

About MightyNest
MightyNest is the easiest way to shop for Earth-friendly products. From home essentials to wellness products to pet care, MightyNest sells over 2,000 high-quality sustainable products that help make a positive impact on consumers, their homes and the planet. The Company evaluates every item’s ingredients, materials and waste impact so consumers can make informed buying decisions. Visit mightynest.com to learn more.

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[1] Source: Based on the average of the total monthly (non-unique) users for full year 2021 across The Weather Company digital properties and consumer products (weather.com, The Weather Channel app, Weather Underground app, wunderground.com, Storm iOS app,) according to IBM internal data.

[2] ForecastWatch, Global and Regional Weather Forecast Accuracy Overview, 2017-2020, https://www.forecastwatch.com/AccuracyOverview2017-2020, commissioned by IBM.

[3] Source: IBM Watson Advertising, Watson Insights Brand Study, App, Q4 2022

[4] Premium Pro is only available on the English language U.S. version of weather.com

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https://stage.mediaroom.com/ibmnewsroom/2022-12-21-The-Weather-Channel-Teams-Up-with-Consumer-Reports-and-MightyNest-to-Offer-Convenience-for-Digital-Customers-with-Expanded-Premium-Subscription-Packages