Weather matters to media and entertainment organizations

We surveyed 1,000 C-level executives representing 15 countries and 13 industries to find out how weather impacts organizations. Here’s what we learned from 100 executives in the media and entertainment industry.

Weather often has a negative impact on business

42% report that weather has negatively impacted revenue in the past 12 months

44% also say weather has negatively impacted operating costs in the past 12 months

But weather insights can turn the lows into highs

84% expect improved weather insights could lead to annual revenue growth of up to 2% or more

92% say weather insights could reduce annual operating costs by up to 2% or more

So what’s stopping executives from gaining better weather insights?

Business Challenges Technical

Uncertainty how weather data creates value
69% 54%

Uncertainty how weather data impacts decision making
57% 51%

Insufficient visibility or innovation into weather data
39% 44%

Lack of confidence in weather data accuracy
31% 51%

Cost to perform analytics
21% 24%

Lack of skills / technical know-how
13% 24%

Weather data availability

Automating decisions based on weather data

Incorporating data across a variety of sources

Insufficient data quality

Problems with data frequency, completeness, or reliability

Find out how your organization can overcome these obstacles.

Stop wondering if a hard rain’s going to fall and learn how to put weather to work.

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