



Chyron®

Case Study: Dougall Media

How Dougall Media Reinvested in Local News with Chyron Weather





Client Overview

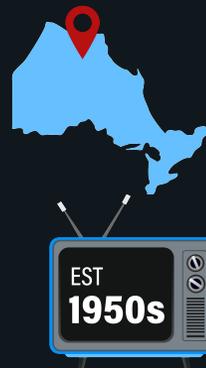
Dougall Media is a locally-owned broadcast and multimedia company in Thunder Bay, Ontario, Canada – providing high-quality news coverage to the many communities of Northwestern Ontario via television, radio, print, web and a full digital marketing service.



The only locally-owned stations in English Canada



Footprint across television, radio, print, and web



The Northwestern Ontario market encompasses a vast area of 526,372 km²

Providing news to the community since the 1950s

THE ASK

As part of a revamp of their entire news program, including a brand-new studio set and on-air graphics package, the Dougall team was eager to do an overhaul of their weather coverage. Historically, Dougall Media had been having difficulties with a restrictive combined weather graphics + data provider and wanted to go in a new direction to achieve the following goals:



INCREASE DESIGN AND DATA FLEXIBILITY

Due to the nature of their privately-aggregated data, Dougall's previous weather graphics provider was unable to deliver many of their promised and demonstrated features in the Canadian market. The team was eager to find a system that would give them the freedom to realize their unique vision for weather presentations.

OBTAIN TOTAL CONFIDENCE IN DATA ACCURACY

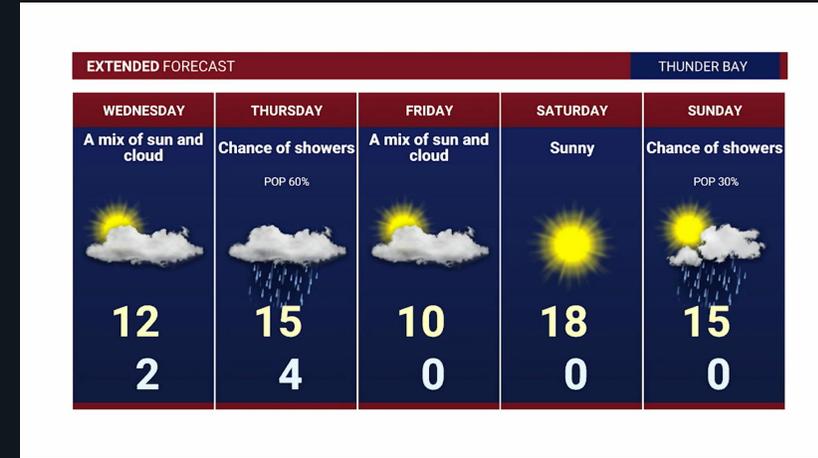
Additionally, the Dougall team lacked confidence in the accuracy of the data they were receiving for their forecasts. With no way to validate the privately-aggregated data, their weather presenters were resorting to stressful cross-checking and last-minute adjustments to the program.

REDUCE DATA SERVICE COSTS

In spite of the issues Dougall Media was routinely dealing with, the provider's service-level agreement for weather data continued to rise in cost, reaching over \$30,000 in the final year of use. The Dougall team was determined to find a data-agnostic solution that would not lock them into a costly data service contract.



ELIMINATING DATA SERVICE COSTS



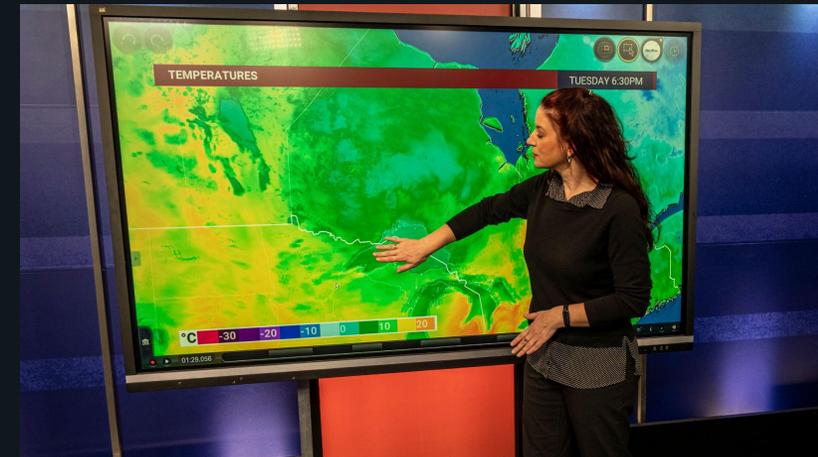
CONFIDENCE IN DATA ACCURACY

CHYRON WEATHER

An end-to-end weather visualization suite that delivers professional weather coverage to news audiences with rich map-based graphics, custom forecast elements, dynamic global analysis, and lifelike low-level flythroughs. Chyron Weather combines total freedom of data integration with exceptional ease of use in graphic design and live presentation.



PARTNERING WITH CHYRON FOR INTEGRATION



TRUE-TO-DATA VISUALIZATIONS

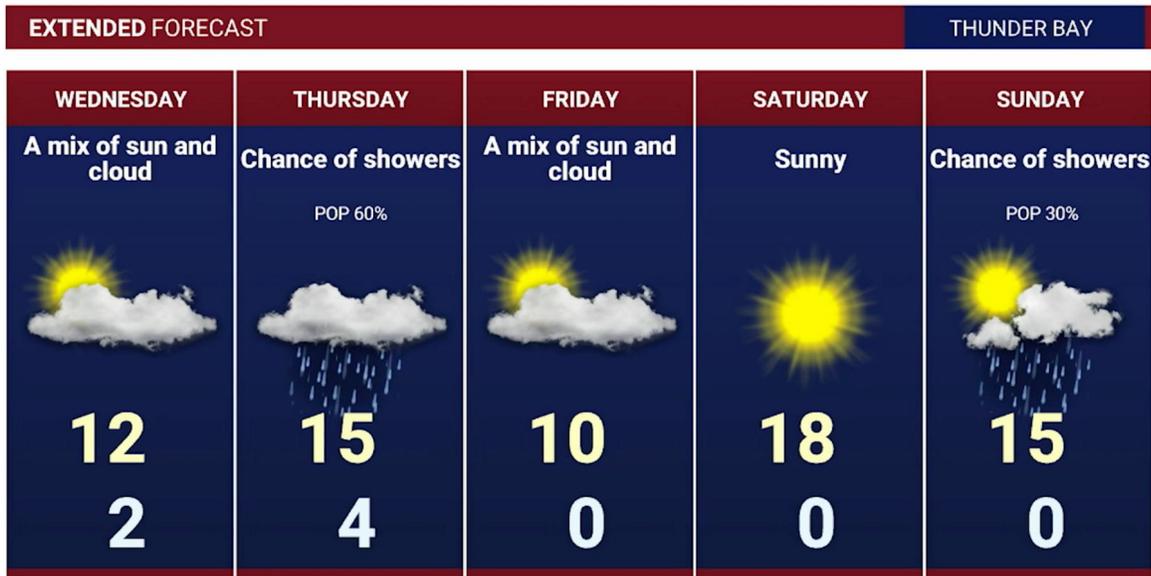
CHYRON WEATHER



ELIMINATING DATA SERVICE COSTS

By leveraging Environment Canada's free, open source data - Dougall Media eliminated the massive annual data service costs of their previous weather graphics provider, that continued to rise year-after-year.

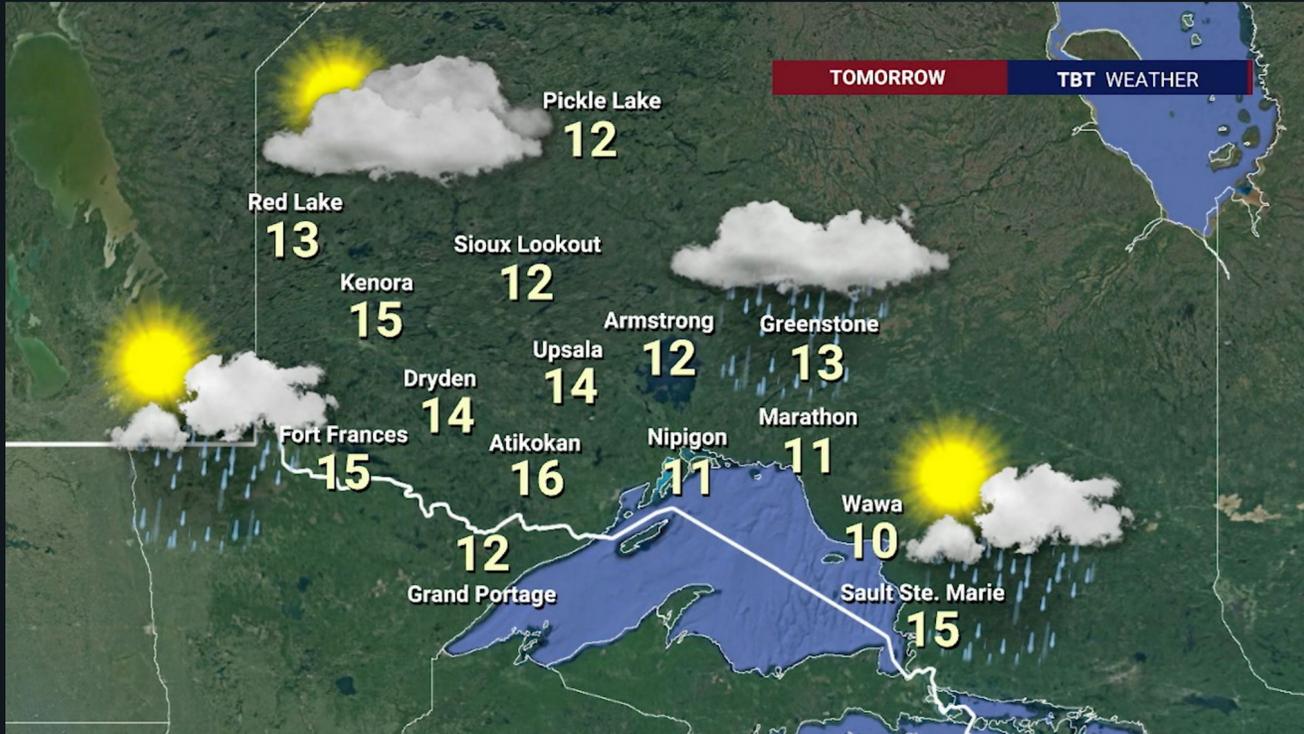
CHYRON WEATHER



CONFIDENCE IN DATA ACCURACY

Dougall Media lacked confidence in the accuracy of the privately-aggregated data they received from their previous provider. By utilizing Environment Canada data, the Dougall team can verify the values in their forecast are a one-to-one match with the Environment Canada website.

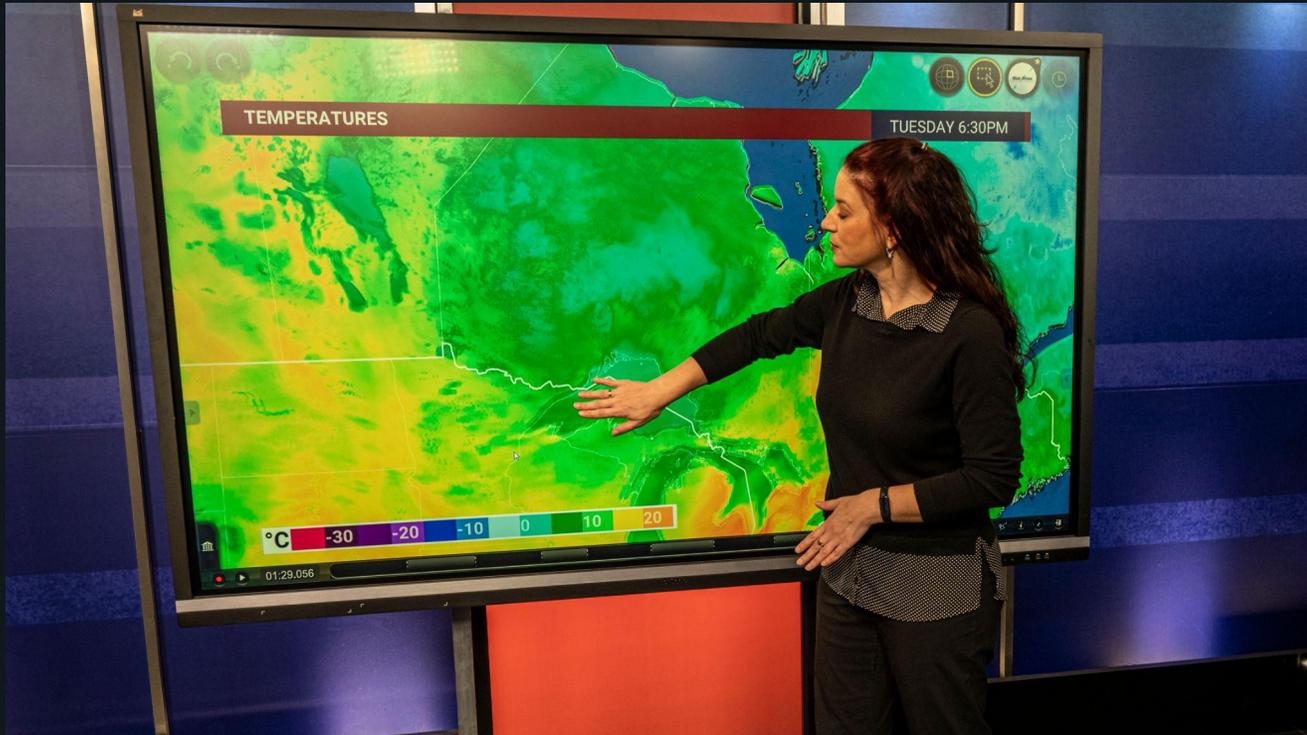
CHYRON WEATHER



PARTNERING WITH CHYRON FOR INTEGRATION

To bridge the service gap in working with an open source data provider, Dougall partnered with the Chyron Weather team to perform the necessary integration to merge Environment Canada data with the unique vision for their weather graphics.

CHYRON WEATHER



TRUE-TO-DATA VISUALIZATIONS

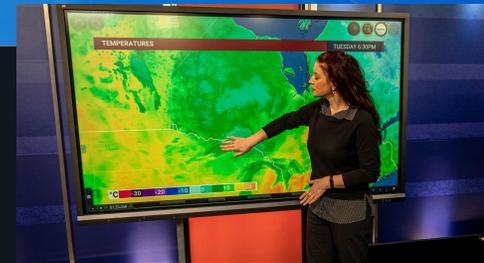
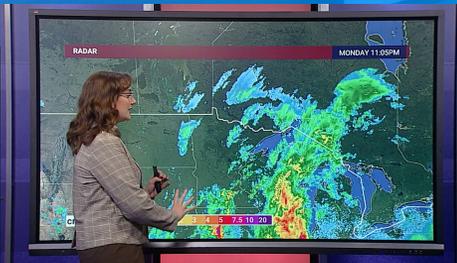
Environment Canada provides Dougall Media with superior GRIB modelling data for precise weather visualizations over crisp high-resolution maps. The Dougall team's overhaul of their program with Chyron Weather is a true win-win of improving production quality while lowering operating costs.



For our team, Chyon Weather represents the flexibility to make our own choice. Where the data comes from, the design of our visualizations, and the freedom to decide the course we go in the future as Dougall Media continues to reinvest in the product we deliver to our community.

Chris Dorota

Director of Engineering, Dougall Media



THANK
YOU

CHYRON WEATHER

To learn more about our products and solutions
please visit our website at [chyron.com](https://www.chyron.com)

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