

Windvoorspelling

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Chyron

Case Study: ontbytSAKE

How ontbytSAKE Elevated Weather Forecasting with Chyron Weather





Client Overview

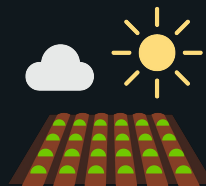
For 24 years, audiences across South Africa tune-in on Saturday morning to watch ontbytSAKE's weekly hour and a half program of news and entertainment. Alongside coverage of major headlines, ontbytSAKE places special emphasis on agricultural and economic news, kicking their show off with the weather forecast that is of high importance to their audience.



Weekly program that airs for 90 minutes every Saturday



Weather forecasting on-air and via social media feeds



Weather is an important topic to the agriculture-heavy South African market



South Africa's varying climate presents unique weather forecasting factors

THE ASK

While ontbytSAKE has been a universally-viewed program in South Africa for over 20 years, the team felt it was time to make a major upgrade to their weather segment. In bringing on broadcast meteorologist - Anika de Beer - the team had set the goal to provide deeper weather coverage that would continue to make their program a must-watch every Saturday morning.



TAKE WEATHER VISUALIZATION TO NEW HEIGHTS

Historically, ontbytSAKE's weather segment provided very basic information, having one of the other presenters showing older, simplified weather graphics. With a true meteorologist onboard, ontbytSAKE wanted the ability to visualize all key factors of the forecast including precipitation, wind, pressure systems, heat maps, and more.

ACCURATE FORECASTS FOR A DISCERNING AUDIENCE

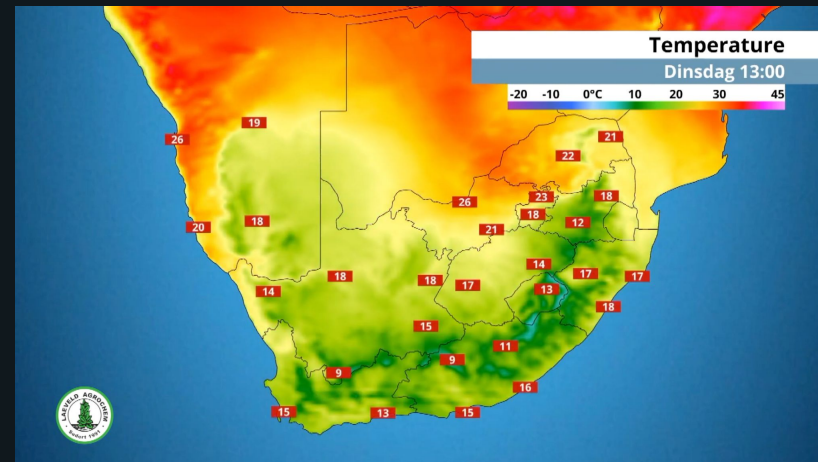
Almost 80% of South Africa's land use is classified as agriculture, a sector that is highly dependent on accurate weather forecasts. South Africa's varying climate of high interior, tropical coastlines, and alternating ocean temperatures require a unique mix of data sources to craft an accurate forecast.

MINIMIZE COSTS FOR A WEEKLY PROGRAM

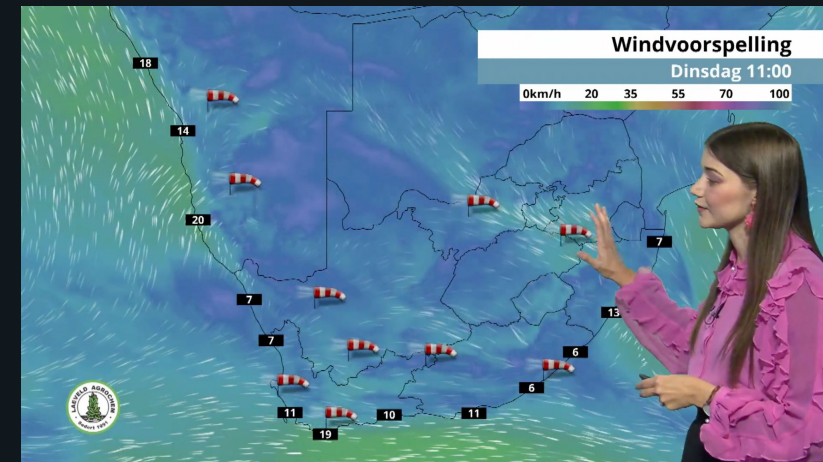
With a once-a-week taping schedule and a single meteorologist on staff to manage weather presentations, ontbytSAKE was working with a tight budget for a new system. Low upfront expenditure and ease of use for a single operator were paramount in decision-making.

CHYRON WEATHER

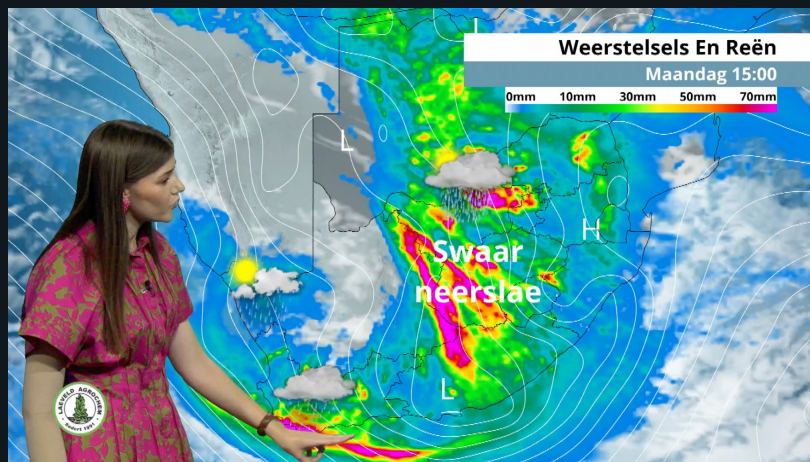
An end-to-end weather visualization suite that delivers professional weather coverage to news audiences with rich map-based graphics, custom forecast elements, dynamic global analysis, and lifelike low-level flythroughs. Chyron Weather combines total freedom of data integration with exceptional ease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



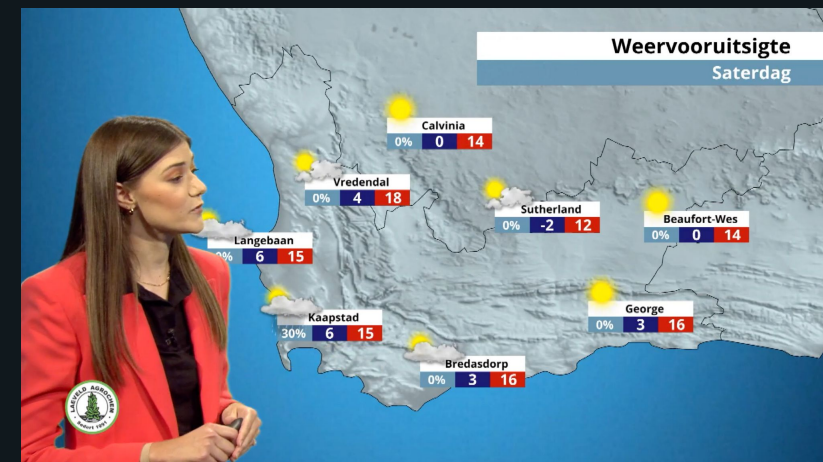
THE BEST DATA FROM MULTIPLE PROVIDERS



ACCURATE FORECASTS IN A DYNAMIC CLIMATE

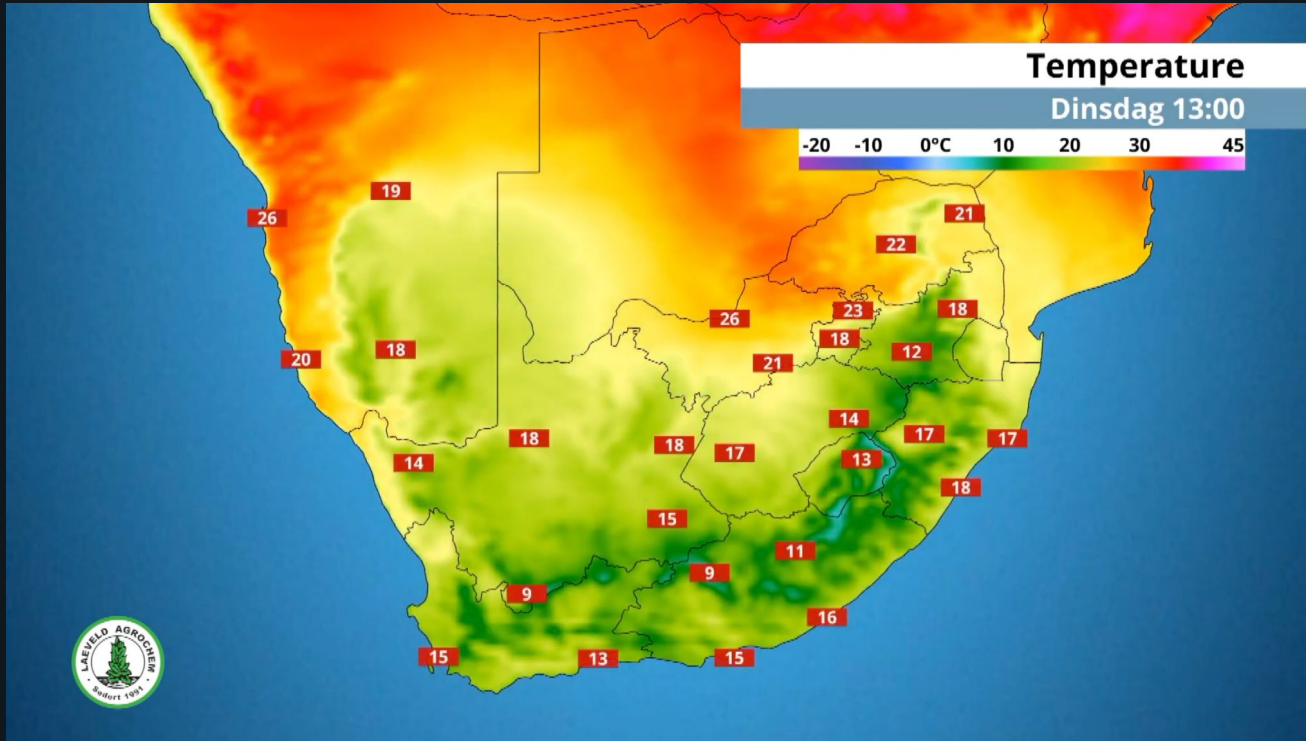


PLUG AND PLAY DATA INTEGRATION



PREMIUM DATA PROVIDER SUPPORT

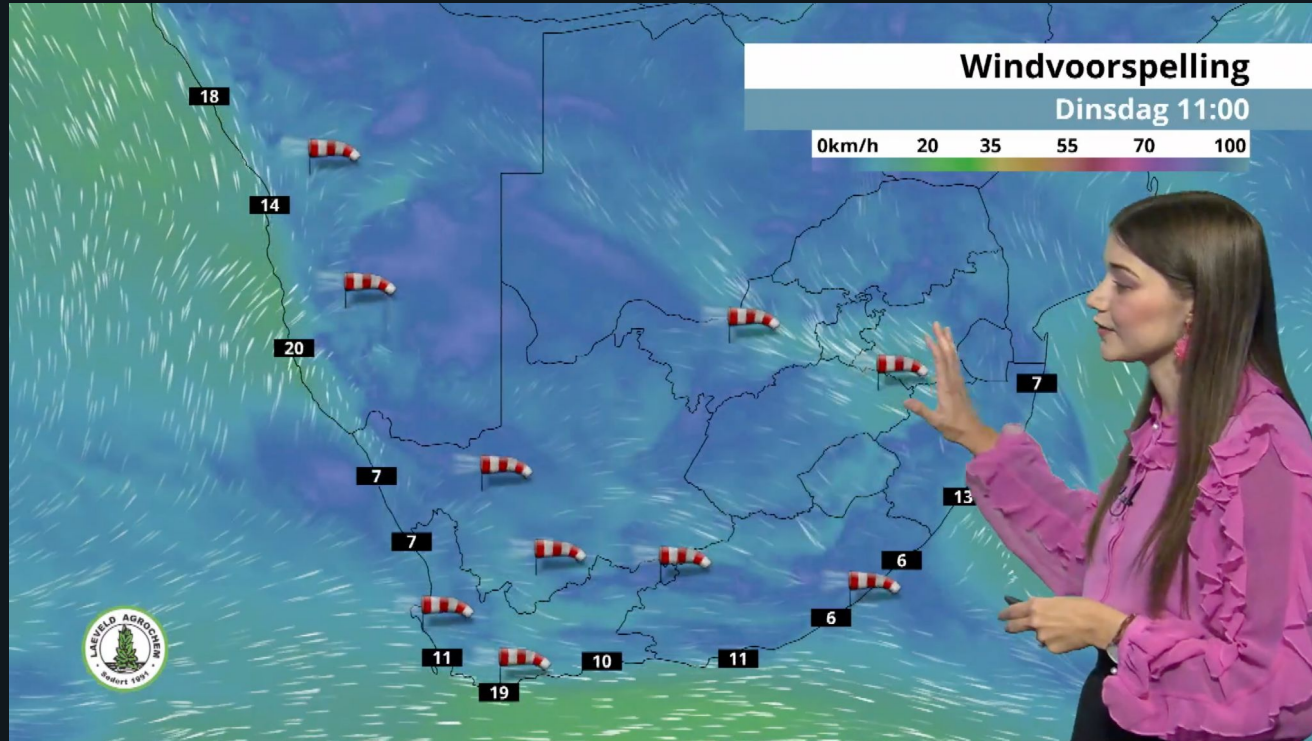
CHYRON WEATHER



THE BEST DATA FROM MULTIPLE PROVIDERS

With South Africa's unique and varying climate factors across the country, no data provider is one size fits all. Through Chyron Weather's data-agnostic workflow, ontbytSAKE selects the best models from a mix of data providers and merges them into a holistic forecast.

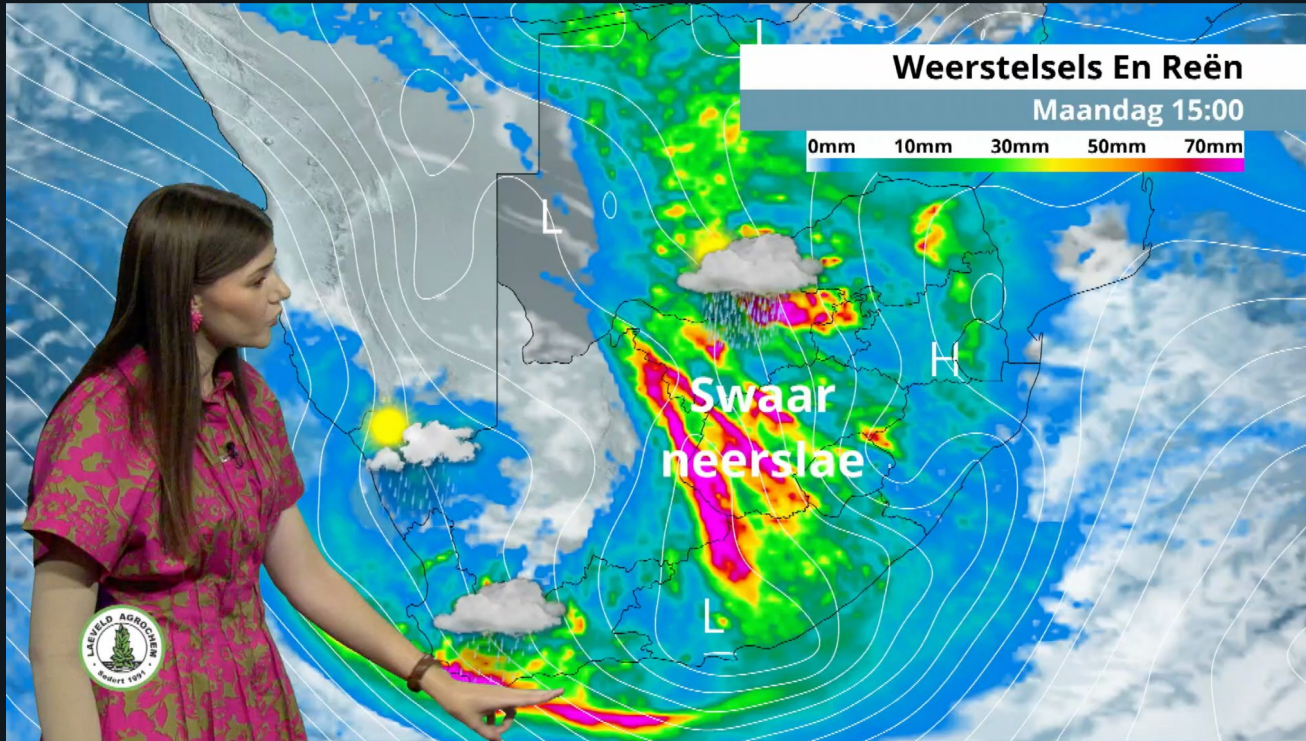
CHYRON WEATHER



ACCURATE FORECASTS IN A DYNAMIC CLIMATE

Large portions of the South African population work in the agricultural industry, meaning their livelihood is directly affected by weather conditions. By combining a unique mix of forecast models with local meteorological expertise, ontbytSAKE provides laser-accurate weather analysis that makes them a must-watch channel for their market.

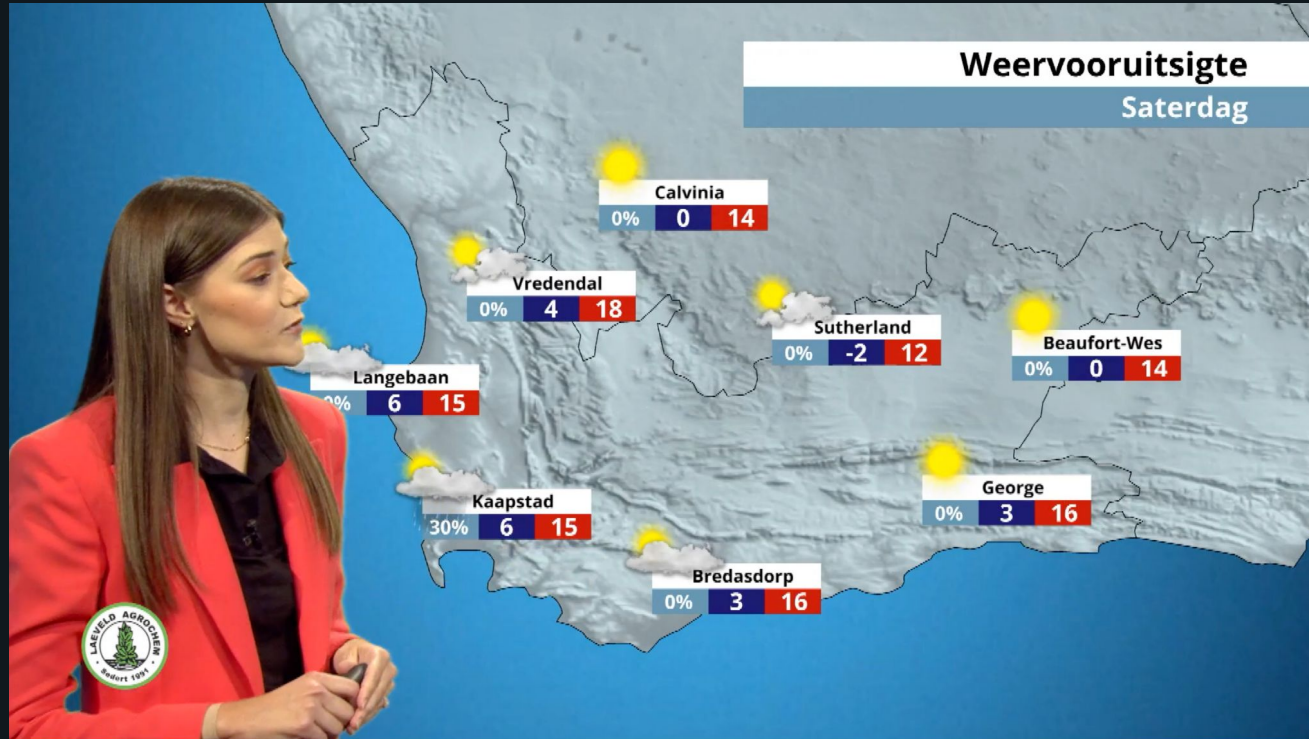
CHYRON WEATHER



PREMIUM DATA PROVIDER SUPPORT

In choosing premium data providers to drive their weather program, ontbytSAKE was able to quickly get the exact data models they need to drive their show. Combined with an initial design consultation with the Chyron Weather team, ontbytSAKE was able to overhaul their weather program with a quick turnaround.

CHYRON WEATHER



A SEGMENT SO GOOD, IT GETS MORE AIR-TIME

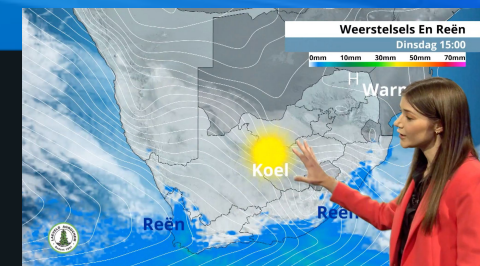
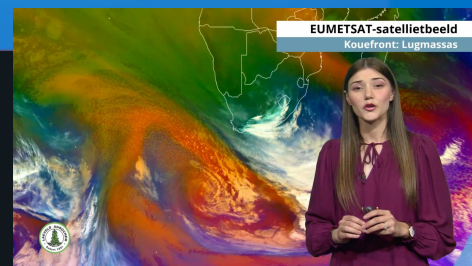
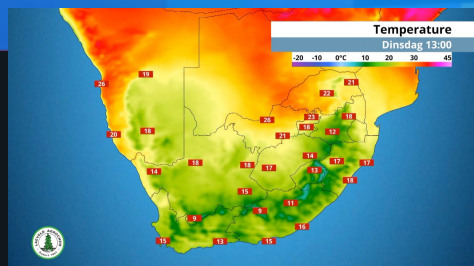
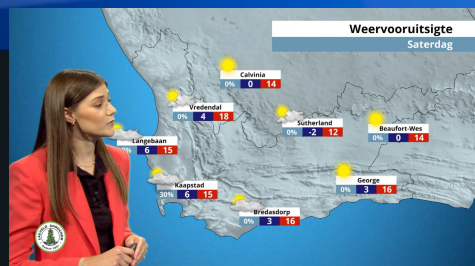
ontbytSAKE's new weather presentation was so well-received by the internal team and viewers (receiving rave reviews on social media channels) that Anika was given an extra minute of airtime for her weather segment. No easy feat for a once-a-week show where the allotted time for each segment is at an absolute premium.



“Weather forecasting for South Africa is exciting but also challenging due to the unique conditions that influence the weather. Chyron Weather allows me to use various data sources and also adjust the data when needed, which enables me to produce the high-quality weather broadcasts that our viewers have come to know and love.”

Anika de Beer

Broadcast Meteorologist, ontbytsake



THANK YOU

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To learn more about our products and solutions
please visit our website at chyron.com

