



Weather Channel
 The Weather Channel is a pay-per-view service that provides weather forecasts and news. It is available on cable, satellite, and streaming services.

Competition

- Other major weather, news, and entertainment channels.
- Local news stations.
- Online weather services and mobile apps.
- The Weather Channel's main competitor is The Weather Channel, which has a long history of providing weather forecasts and news.
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Company Background

- Founding CEO Frank Batten and company roots.
- The Weather Channel was founded in 1982 with its roots in cable TV.
- Transitioning from Landmark Communications.
- Landmark Communications was responsible for the company's TV and internet launches but chose to sell in 2008.
- The new CEO, David Kenny steps in.
- Kenny took over in 2012 with big plans for The Weather Channel.

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The Weather Company

Case Study on Corporate Change and Innovation

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Introduction
The Weather Channel is a television network that provides weather forecasts, news, and entertainment programming. It is owned and operated by The Weather Company.

The Case Problem
The Weather Channel is facing a significant challenge in the current market. How can it maintain its competitive edge and ensure long-term success?

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Competition

- Television networks, news stations, social media, websites, mobile apps.
- By 2012 there were over 1000 competing weather apps alone. Just 27 years after The Weather Channel was ahead of its time closing a 24/7 TV broadcast.
- How could The Weather Company keep up??

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The Core Product: How good was it??

- In 2013, The Weather Company's mobile app was the second most downloaded weather app on iTunes, but David Kenny wanted to make it better.
- Focus on "value-added" business.

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Acquisitions: Growing the Company

- | • Weather Central
 - A fast and straight-forward merger.
- Weather Underground
 - This transition was a bit more complex on many levels.
 - Two legacy companies with completely separate identities would now be working side by side.

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Corporate Restructure

- The word "Channel" was entirely dropped from the company identity aside from the actual television network.
 - The Weather Company was born.
- To ensure that all employees fully bought into the new company mission and to reveal the true scope of the business, Kenny unveiled the new framework over several months.
- The 4 S's: Science, Stories, Services, and Safety.

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Three-Year Strategic Plan

- "Dreams are nothing without execution."
- CEO David Kenny
- Proposal for growth: Moving in the digital direction

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Building Collaboration

- The Weather Company is located in several different areas across the US and some international levels.
 - David Kenny scheduled weekly visual meetings with all remote locations for better company-wide interactions.
- International communications.

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