

# Data Media Kit

## You thought you knew the weather!

MetService owns a huge range of weather data that can be used to target the right user at the right time, and deliver incredible results. This can reduce wasted impressions for weather dependent products and/or services and provide a unique and exciting point of difference to your campaign. Take advantage of powerful weather intelligence for your next campaign. Available through API or FTP

## Our API's are a supported value package that can include:

### 58 Towns and cities, and location data for each

updated every 10 minutes, and available to be included in this is:

- Current temp
- Current temp date + time
- That day and next 4 days of weather data
- Weather icon - 14 values (e.g. Fine, Rain)
- Date + time weather forecast was issued
- Maximum temperature
- Overnight minimum temperature

### Surf (244 NZ locations)

- location (lat/lon)
- wave height
- surf rating
- wave period
- set face
- wind speed
- swell direction
- wind direction
- swell height
- gust speed

### Auckland-specific (5 locations - Auckland Central, North Shore, Waitakere, Hunua, Manukau)

- Current observation time
- Current rainfall over last hour (in mm)
- Current temperature
- Hourly forecast data (for next 6 hours)  
Date and time, humidity, rainfall, temperature, wind direction, wind speed

### NZ beaches

(25 locations – Lyall Bay, Pouto, Karioitahi, Browns Bay, Te Mata, Muriwai, Piha, Whatipu, Raglan, Sunset, Mt Maunganui, Waihi, Whitianga, Papamoa, Ohope, Wainui, Fitzroy, Ocean Beach [Hawkes Bay], Waikanae, St Clair, New Brighton, Oneroa, Ocean Beach [Whangarei], Tahunanui, Le Bons Bay) *Morning and afternoon, today and tomorrow for all of the below*

- Runoff
- Wave period
- Runoff status
- Wave period status
- Water status
- Feels like
- Water temperature
- Feels like status
- Water temperature status
- Wind direction
- Wave height
- Sentence forecast
- Wave height status
- Word forecast

- Forecast status
- Beach status
- Word forecast status
- Wind gust
- Sand temperature
- Wind gust status
- Sand temperature status

### Pollen (58 NZ locations – list attached)

- Today + 4 day forecast for all of the below
- Pollen type
- Pollen level
- Valid from (date+time)
- Valid to (date+time)

### Specialty Data

Additional data as well as the below specialty data can be added, however we will need advanced lead time for the work required to build this out. Please discuss with your Account Manager or Abby.

- Humidity
- Storms
- UV
- Warnings

### Why MetService?

- Real time data, with the current and actual temps
- NZ centric with local, certified meteorologists
- Other API's and services are based off models and are guesses or observations; their data is not always fully correct. Our scientists take the time to analyse all the available models and, with their knowledge and expertise in the field, come to the most accurate conclusions.

As we are contracted by the government to be the NZ source for the weather and public safety, and thousands of New Zealanders rely on us every day to provide accurate weather information, accuracy is of the utmost importance. Great for dynamic creative, your website or advertising. Enquire for pricing options. A sample of the feed can be provided on request. If you're interested in this unique opportunity, then please get in touch so we can work together to develop a strategy and meet your goals.

### Contact

#### Abby Keplar

Interactive Manager

Direct: +64 4 470 1190 Mobile +64 21 077 2926

