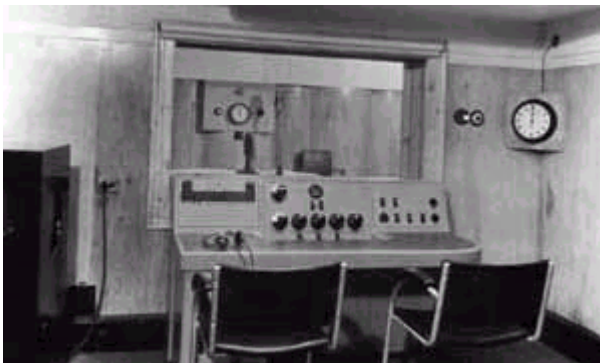


# Presenting Environmental Data

John Hammond  
BBC Weather Centre

# Dates in History

- 1861 World's first public forecast
- 1879 Met information issued to press
- 1922 First BBC radio weather forecast
- 1936 Weather forecast in caption form shown on TV
- 1954 First live weather presentation for BBC
- 1975 Weather symbols were introduced
- 1985 Computerised weather displays introduced
- 2005 Brand new look!!



# The Past



# 30 years ago



## 1975 'self explicit' magnetic symbols



## Miles of magnetic strips Took hours to prepare

20 years ago



1985 computer graphics

Direct feed from Met Office computer

Further update 1988 to give Global coverage



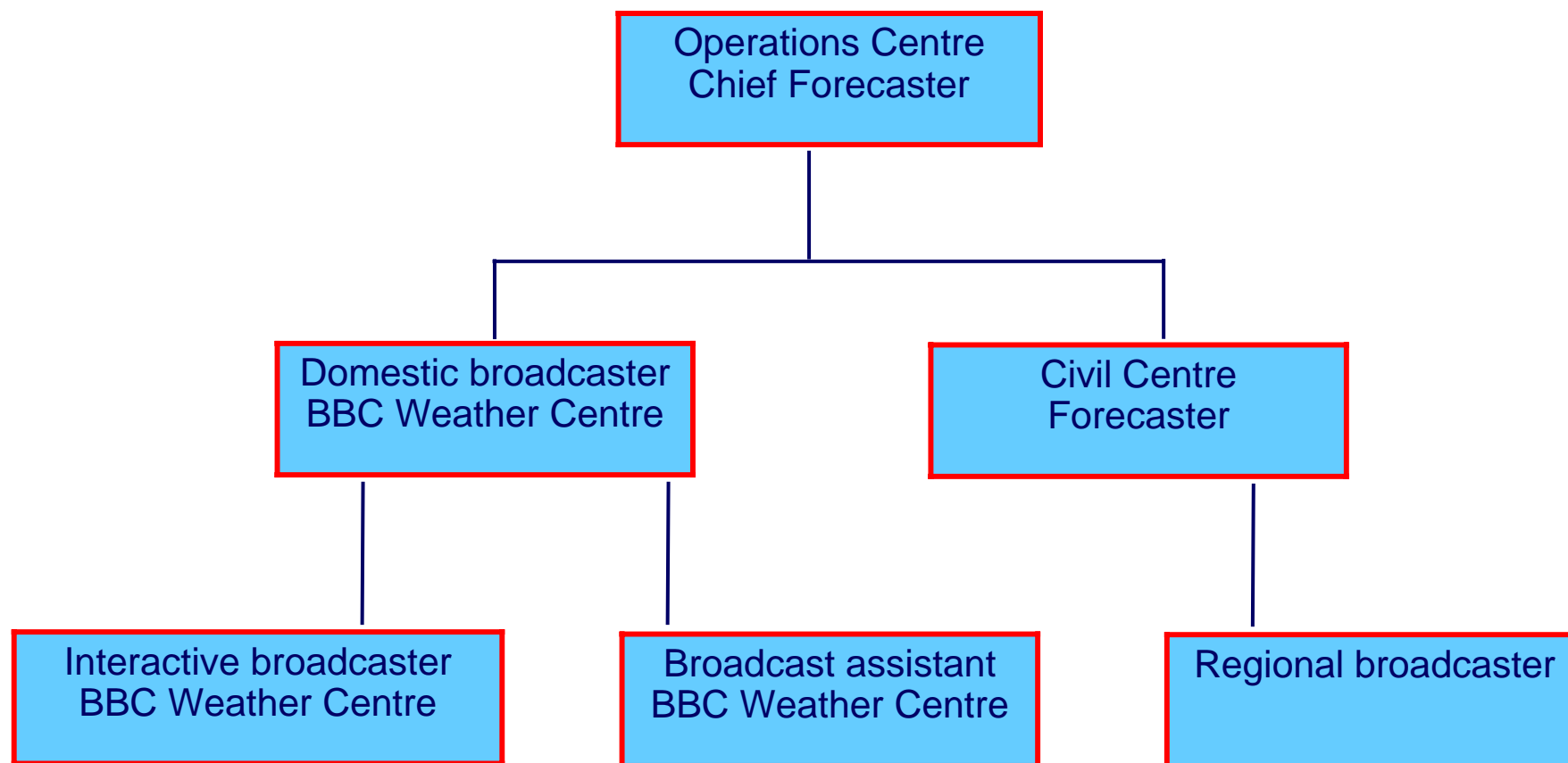
# Expansion of BBC Weather Centre



22 Met Office BBC  
broadcasters now!



# How do we stay consistent?



# Not just weather warnings



## SEVERE FLOOD WARNING

Warnings in force

Northern England 5  
Wales 3

Floodline number  
0845 988 1188

SEVERE FLOOD WARNING SEVERE FLOOD WARNING SEVERE FLOOD WARNING



# CEEFAX

CEEFAX 1 419 Tue 19 Apr

**BBC WEATHER**

**FLOOD WARNING SUMMARY**

.....

**Tuesday 19 April**

There are flood warnings in force in the following regions:

Midlands (1)

**Further updates will appear here**

**More on the Floodline 0845 988 1188**

# CEEFAX

CEEFAX 1 426 Thue 19 Apr

**WEATHER** 2/3

**Pollen forecast for Monday**

**Low tree pollen risk for all regions**

N Scotland	T	1	E Anglia	T	1
S Scotland	T	1	N Wales	T	1
N Ireland	T	1	S Wales	T	2
NE England	T	1	SW England	T	2
NW England	T	1	S England	T	2
Midlands	T	2	SE England	T	1
E Midlands	T	1	London	T	1

**G = Grass    T = Tree    W = Weed Pollen**

Index 1-3 Low                    Index 4-5 Medium  
 Index 6-7 High                  Index 8-10 Very High

**From the BBC Weather Centre**

# CEEFAX

CEEFAX 1 418 Tue 19 Apr

**BBC WEATHER**

SUN INDEX FORECAST FROM 19 Apr 2/5

	Tue	Wed	Thu	Fri	Sat
Aberdeen	3	3	3	3	3
Aberystwyth	3	3	4	3	3
Ayr	3	2	3	3	2
Belfast	3	1	2	3	2
Birmingham	3	2	4	4	2
Blackburn	2	1	4	4	2
Bristol	3	2	3	2	3
Cardiff	3	2	3	2	3
Carlisle	3	2	3	3	2
Cambridge	4	3	4	4	2

Index 1-3 Low      Index 4-5 Medium  
 Index 6-7 High    Index 8-10 Very high

Data: BBC Weather Centre/Met Office

# CEEFAX

CEEFAX 1 417 Tue 19 Apr

**BBC WEATHER**

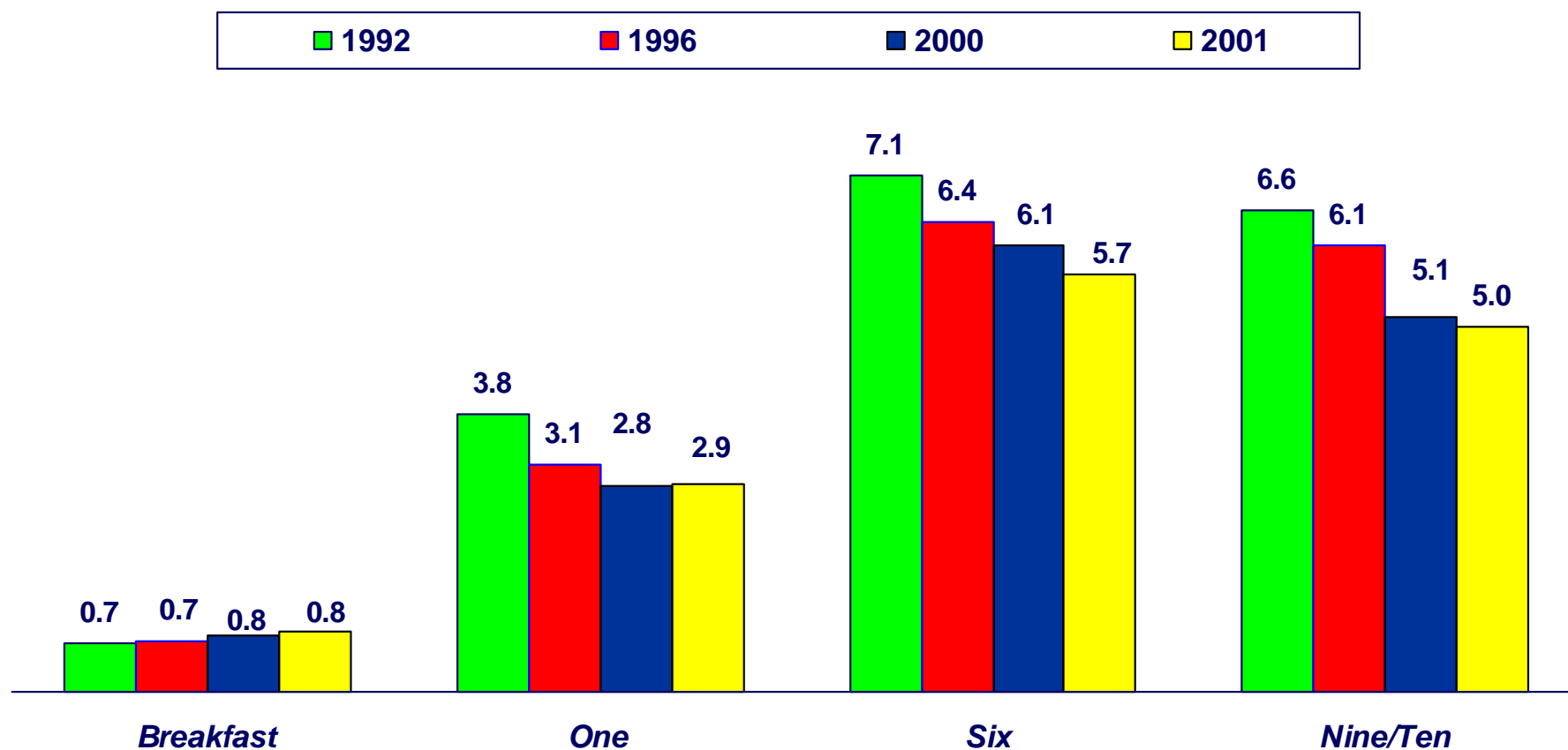
2/5

**AIR POLLUTION INDEX FORECAST**  
FROM 19 Apr

	Tue	Wed	Thu	Fri	Sat
Aberdeen	4	4	4	4	4
Belfast	3	3	3	3	3
Birmingham	4	4	4	4	4
Bracknell	4	4	4	4	4
Bristol	4	4	4	4	4
Cardiff	3	3	3	3	3
Church Lawford	4	4	4	4	4
Doncaster	4	4	4	4	4
Easington	4	4	4	4	4
Eastbourne	4	4	4	4	4
Edinburgh	4	4	4	4	4

From The BBC Weather Centre

## Ten year audience trends in millions BBC1 Bulletins



# 24 hours of BBC Weather

- BBC 1
- BBC 2
- BBC 4
- BBC World
- BBCi
- BBC Radio 2
- BBC Radio 4
- BBC Radio 5
- Heathrow Express
- BFBS

# Increasing competition

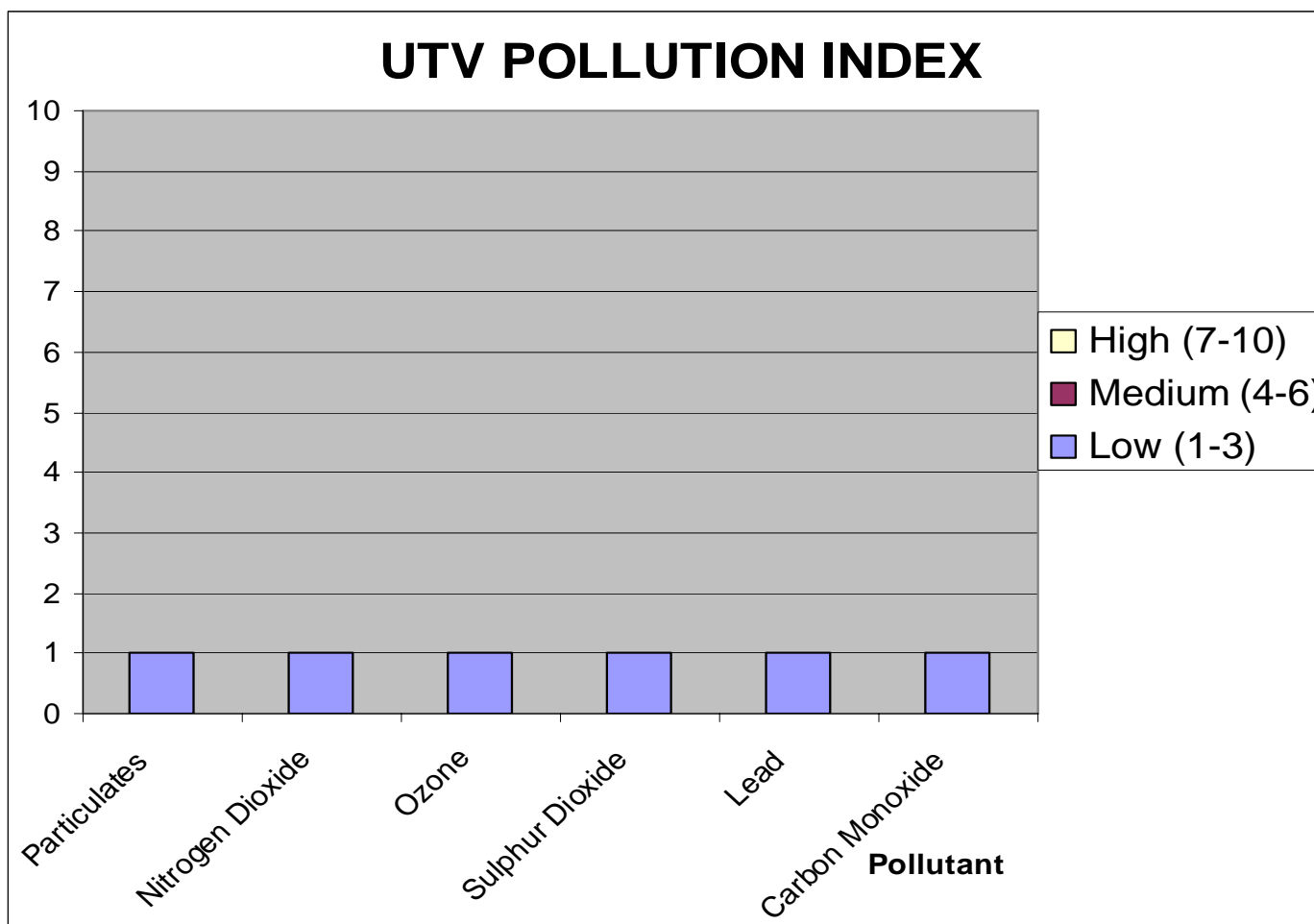


- More programme choice:
- 1997: 30 channels (analogue) on sky
- 2005: 200+ channels on sky digital

- WHAT YOU WANT
- WHEN YOU WANT IT
- WHERE YOU WANT IT



## HOW NOT TO DO IT





BBC - Weather Centre - 5 Day Forecast in Celsius for London, United Kingdom - Microsoft Internet Explorer provided by the BBC

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Address http://www.bbc.co.uk/weather/var2/5day.shtml

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**BBC WEATHER** Photo of the week

Weather Home UK World Sports Coast and Sea Climate Change Features Weatherwise About BBC Weather Message Board Site FAQ Painting the Weather About the BBC

**BBC NEWS**  
**BBC SPORT**

**London, United Kingdom**

Current Nearest Observations:  
N/A 15°C  
NA (11 mph)  
Relative Humidity (%): 37,  
Pressure (mB): 1019, Falling,  
Visibility: N/A

View this forecast in Fahrenheit

5 day forecast 24 hour forecast

	Summary	Max day (Celsius)	Min night (Celsius)	Wind (mph)	Visibility	Pressure (mb)	Relative humidity	Sun index	Pollution
<b>Thursday</b> Sunrise 5:55 (BST) Sunset 20:04 (BST)		16°C	7°C	5	moderate	1019	41		
<b>Friday</b> Sunrise 5:52 (BST) Sunset 20:06 (BST)		15°C	9°C	9	moderate	1014	40		
<b>Saturday</b> Sunrise 5:50 (BST) Sunset 20:08 (BST)		13°C	7°C	6	moderate	1010	75		
<b>Sunday</b> Sunrise 5:48 (BST) Sunset 20:09 (BST)		18°C	7°C	7	moderate	1009	49		
<b>Monday</b> Sunrise 5:46 (BST) Sunset 20:11 (BST)		15°C	9°C	5	moderate	1008	68		

Symbol key ? Please move your mouse over a symbol to view its description.

**Nearest weather observation station:** Latitude: 51.5172, Longitude: -0.1274. Observed: Thu 21/04/2005 at 1200 (GMT)

The weather symbol shown for each day in the five day forecast represents the predominant weather expected on the day in question. This is calculated based on a weighting of different types of weather, so if a day is forecast to be sunny with the possibility of a brief shower, then we

**Search for a new 5 day forecast**  **GO**

**Set London, United Kingdom to be my hometown**

**Printable version**

Done

# 3RD/4TH GENERATION MOBILES



# PROJECT STORM







# Questions?

