

## Comparison of Weather Shows in Eastern Europe

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Television weather shows in Eastern Europe have in most cases in the high graphical standard. There is though a vast difference in duration and information content in the weather shows. There are few signs and regularities by which we can see the character of the weather show.

The main differences are mainly caused by the income structure of the TV station. Either it is a fully privately funded TV relying on the TV commercials income. Or it is a public service TV station funded mainly by the national budget or fixed fee structure/tax. There are vast differences in duration and even a graphical presentation of the weather.

Next important aspect is a supplier of the weather information and /or the processor. Shortly we can say, that when the TV show is produced by the national met office, the TV show consists of more scientific terms, synoptic maps, satellite imagery, etc. If the supplier is the private meteorological company, the weather show is more user-friendly, laical with less scientific terms.

We are experiencing a massive shift in public weather knowledge and demand for information. In the past, weather shows consisted only of maps with weather icons. In today's world, even the laic weather shows consist partly of numerical weather model outputs – they are of course designed to be understandable and graphically attractive. Outputs of the numerical weather models used to be only a part of daily life of a professional meteorologist, today they are common part of life of regular people.

Video samples are a part of this presentation.