



Weather and Social Media - Paradigm Shift or Passing Fancy

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This presentation will reflect on the use of Social Media and other new devices - iPhones, androids etc - to communicate weather information and will consider the role of the weather broadcaster in this changing world. Will there still be television weather in two decades time, and if so what will it look like? The presentation will also consider some implication for weather data policies of increasing bandwidth and new communications capabilities.