



The best of two worlds: How to get the effort of science and media to build a strong communication channel for weather forecasts. Case study of yr.no.

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Let's first brag a bit: yr.no was created 11 years ago, the hope was to reach 300 000 monthly users. This threshold was reached before the official launch. Presently yr.no is closing in on 10 million weekly users, and estimates conclude that yr.no is the fifth largest website for weather information in the world. This tremendous success is built on two keystones: Open data (abstract submitted to ES1.2) and a combination of integration and responsibility distribution between NRK (Norwegian Broadcasting Company) and MET Norway. The history of yr.no goes back to the autumn of 2006, a time when both NRK and MET Norway's were due to renew the weather forecasts on the web, and Erik Bolstad (journalist at NRK) suggested that we joined forces.

This success does not come from the fact that MET Norway is no 1 in weather forecasting, or that the NRK are The Major Television Company. The key to the success is to join forces.

Today's yr.no has strict regulations: The weather belongs to MET Norway. The presentation of the weather belongs to NRK. This takes trust and respect - but when you get there, it works!

We will present some brief answers to the following questions:

- * What were the reasons for yr.no?
- * What is the fundament for yr.no?
- * What were the internal conditions at MET Norway during the planning of - and the first years of yr.no?
- * Would yr.no exist today if the project had been properly planned?
- * What have we learned from yr.no?
- * What has the cooperation with NRK taught us?
- * What did we learn about showing our inside to the world via media?