



Taboola Announces New, Exclusive Three-Year Deal with The Weather Company

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Taboola to Power Recommendations Across The Weather Channel and Weather Underground Digital Properties; The Weather Company to Power Weather on Taboola News Lockscreens Globally

NEW YORK, Nov. 12, 2024 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced a new three-year deal with [The Weather Company](#), extending its long-term partnership. The world's [most accurate](#) weather forecaster, The Weather Company provides weather data, insights and scalable solutions in a privacy-forward way, reaching thousands of businesses and 360 million people monthly.

Under the new deal, The Weather Company will continue to leverage Taboola's suite of products across multiple user touchpoints to grow its audience, optimize user engagement, and drive revenue across digital properties including [weather.com](#), [wunderground.com](#), and The Weather Channel App for iOS and Android. Taboola also helps The Weather Company optimize and tailor the user experience to drive engagement with [Taboola Feed](#), a seamlessly integrated feed that provides readers with personalized multi-format content recommendations to make for a highly engaging experience.

In addition, The Weather Company will become the exclusive weather provider for the Taboola News lockscreen experience, in partnership with global OEM partners. Participating device holders who choose to get valuable localized weather will soon get the latest hourly and 10-day weather forecasts at a glance from The Weather Channel directly on their lock screen.

"As one of America's [most trusted brands](#), we provide relevant, compelling weather content to help people plan their daily lives and stay informed no matter the weather," said D.J. Reali, chief revenue officer, consumer and enterprise data, at The Weather Company. "As the exclusive weather provider for Taboola News on devices globally, we are further expanding global access to reliable, trusted weather data, which has never been more important as our changing climate makes weather increasingly impactful on all of us."

"The Weather Company is an iconic, trusted source of weather for people all over the world. We're grateful that they continue to choose us as their native partner," said Adam Singolda, CEO and Founder at Taboola. "Our relationship is built on years of great cooperation, and we're looking forward to continuing to work within this brand-safe environment by expanding our partnership in new ways."

About Taboola

Taboola powers recommendations for the open web, helping people discover things they may like.

The company's platform, powered by artificial intelligence, is used by digital properties, including websites, devices and mobile apps, to drive monetization and user engagement. Taboola has long-term partnerships with some of the top digital properties in the world, including Yahoo, CNBC, BBC, NBC News, Business Insider, The Independent and El Mundo.

Around 18,000 advertisers use Taboola to reach nearly 600 million daily active users in a brand-safe environment. Taboola is a leader in powering e-commerce recommendations, driving more than 1 million monthly transactions, with leading brands including Walmart, Macy's, Skechers and eBay among key customers.

Learn more at [www.taboola.com](#) and follow [@taboola](#) on Twitter.

Disclaimer - Forward-Looking Statements

Taboola (the "Company") may, in this communication, make certain statements that are not historical facts and relate to analysis or other information which are based on forecasts or future or results. Examples of such forward-looking statements include, but are not limited to, statements regarding future prospects, product development and business strategies. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements but are not the exclusive means for identifying such statements. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and there are risks that the predictions, forecasts, projections and other forward-looking statements will not be achieved. You should understand that a number of factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements, including the risks set forth in the Company's Annual Report on Form 10-K for the year ended December 31, 2023 under Part 1, Item 1A "Risk Factors" and our subsequent filings with the Securities and Exchange Commission. The Company cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. The Company does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

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