SURFLINE: BLUE ECONOMY

By Brian McNease
2018 SECOORA Annual Meeting
Charleston, SC
*Vegan Nachos (pictured) & Chicken Bacon Wrap!
OUR HISTORY

- Founded in 1985
- Paid phone service - SoCal
- Now Global: Surf, Fish, Marine
- 80 employees
- 500K page views/day
- Business Model: Consulting, Subscriptions & Advertising
- New Site
The Surfline Promise

Connecting surfers with their passion
SCIENCE

• Global & regional wave models + assimilation
• Proprietary nearshore modeling system forcing 5K spot forecasts
• Wind models
• Point based tide models
FORECAST

• World’s preeminent surf meteorologist
• 365 surf report and forecast coverage
• 50+ surf contests
• 6 Fishing Tournaments
• 11 WCT events
CAMS

- 425 & growing
- 5K hours of content a day
- Cam Rewind
- Data Observation
- Media syndication extension
STORMS

When the last human leaves the beach our cams stay to deliver the story
Surfline connects leading brands with the surfing community

CONNECTIONS

BENEATH THE SURFACE

TRUST | AUTHENTICITY | CREDIBILITY

Surfline connects leading brands with the surfing community
ADDRESSABLE SURF MARKET

ACTIVE SURFERS, US
2.5m

ACTIVE SURFERS, WORLDWIDE
11m

LEARN-TO-SURF/ASPIRATIONAL, US
42m

ANNUAL BEACHGOERS, US
70m

Surfline and MSW Audience

Aspirational Content Opportunity
MAU BREAKDOWN BY GEO-REGION:

- North America: 2.3m
- Europe: 950k
- Latin America: 180k
- Aus: 150k
- Other: 650k
MAU LOCAL ADVERTISING OPPORTUNITIES

Florida 300k
North Carolina 60k
Georgia 40k
South Carolina 25k
SOUTH CAROLINA SHORT TERM FORECAST:
Small SE/SS swell looks to continue today in the 3-4' zone. Onshore winds will persist setting up bumping to curl choppy conditions through the rest of the day.

Check out Premium Analysis for more details.
A-Frame

• Full service agency
• Award winning cinematographers, photographers, directors, producers & talent
Recently installed cams for “WebCAT” - NOS supported project to monitor and analyze coastal hazards/change via Surfline cams
WebCAT - Wave Run-up

- The USGS is using Surfline cameras to observe changes in water levels and beach shape/size
- Each hour the position of the water level on the beach is tracked for comparison to models of coastal water levels and hazards such as beach and dune erosion
- NWS is also using for Coastal Flood Operations
Opportunities

- Increased camera presence in Carolinas, Georgia and Florida
- Pinpoint weather trends/impact from storms
- Allows for more opportunities for local advertising
THANK YOU

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