

# **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



A person wearing a blue shirt and dark pants is walking away from the camera on a narrow dirt path that winds through a dense, lush tropical forest. The forest is filled with various types of green plants, including palm trees and broad-leafed shrubs. In the background, the path leads towards a rocky coastline where waves are breaking. The sky is overcast.

The Surflife Promise

Connecting  
surfers with  
their passion



An aerial photograph of a large, swirling ocean vortex in deep teal water. Several surfers are visible in the lower right quadrant, riding the edge of the vortex. The bottom left corner shows white, foamy waves crashing against a shore.

# SCIENCE

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



# FORECAST

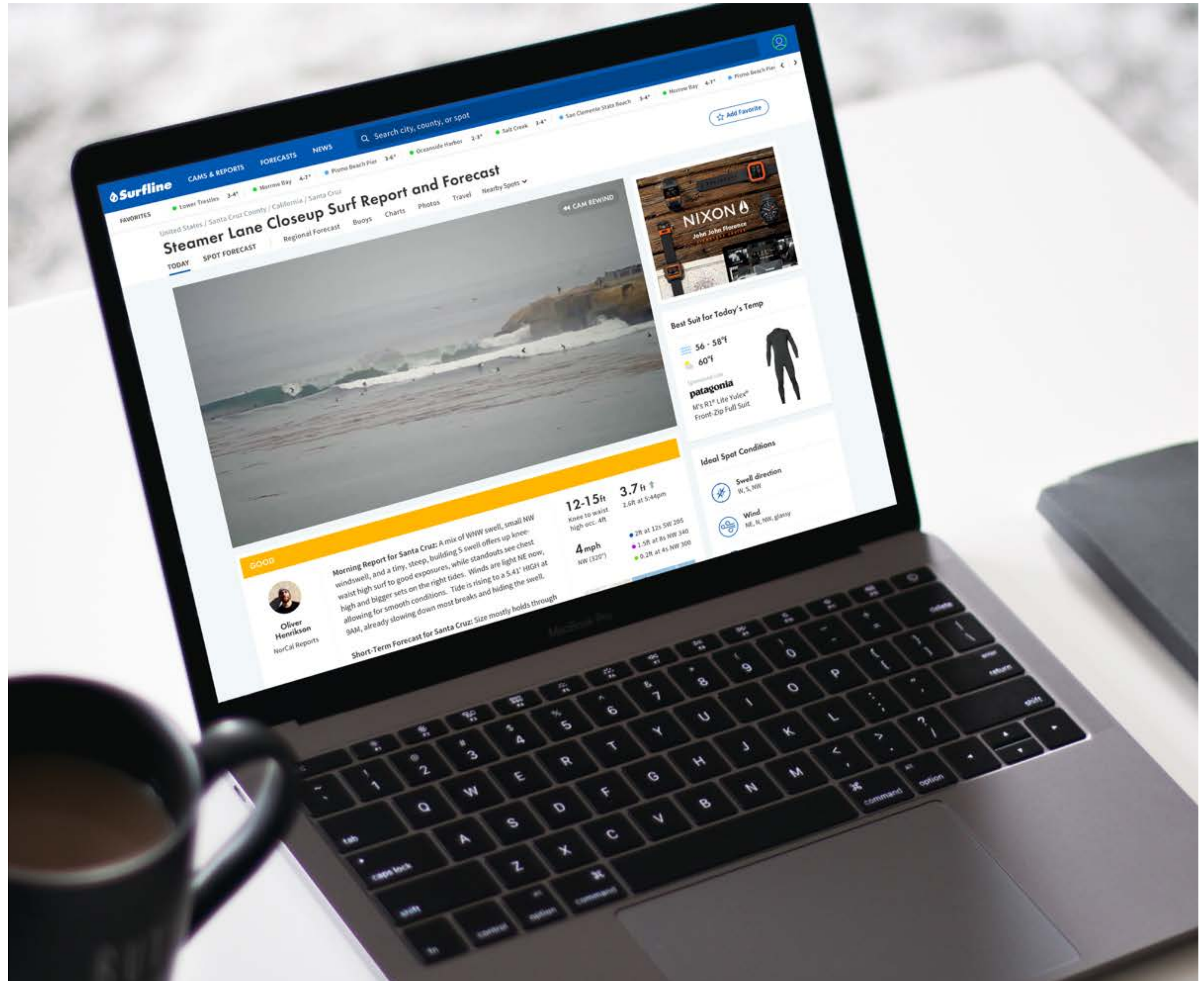
- World's preeminent surf meteorologist
- 365 surf report and forecast coverage
- 50+ surf contests
- 6 Fishing Tournaments
- 11 WCT events





# CAMS

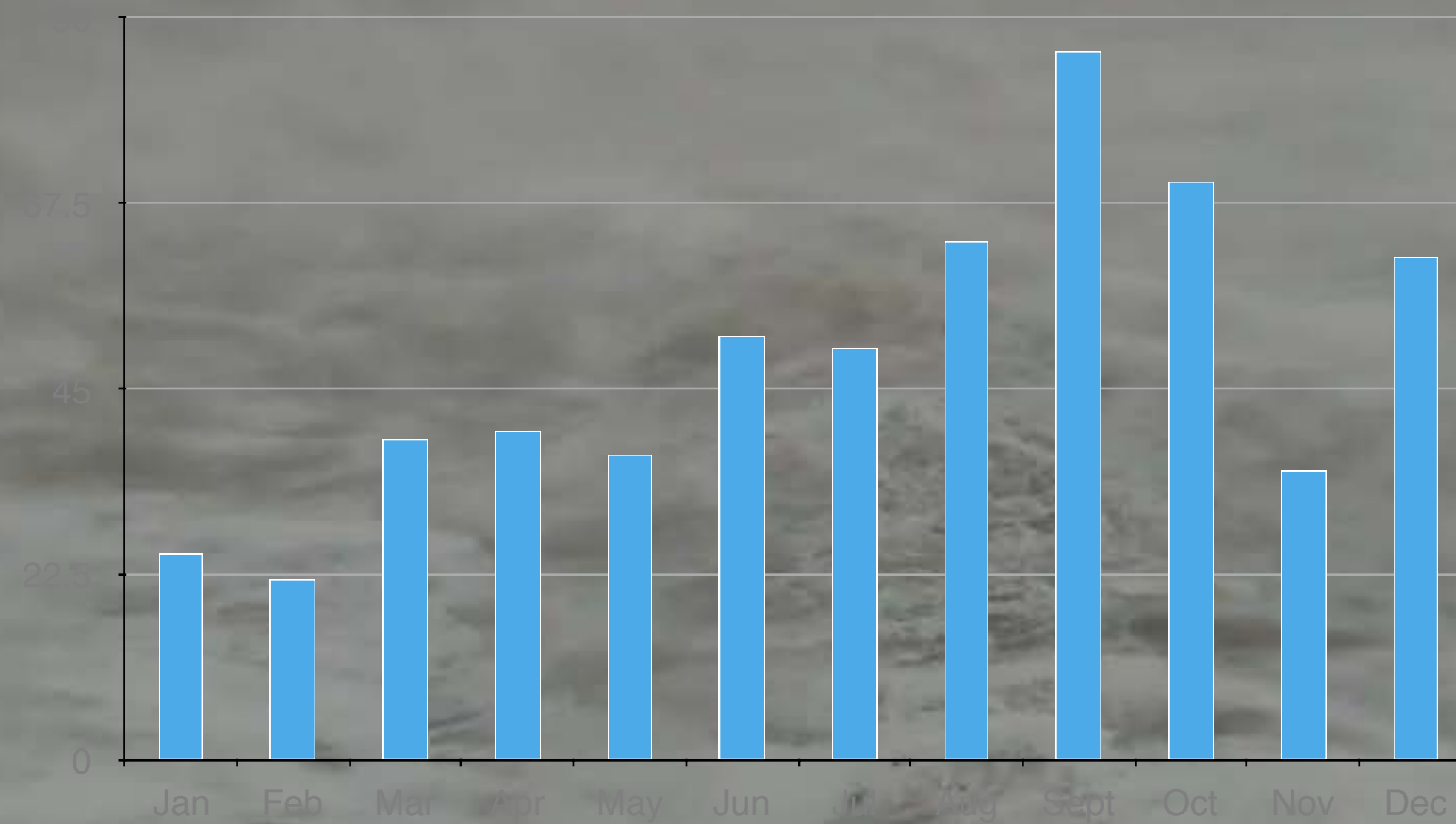
- 425 & growing
- 5K hours of content a day
- Cam Rewind
- Data Observation
- Media syndication extension





# STORMS

When the last human leaves the beach our cams stay to deliver the story







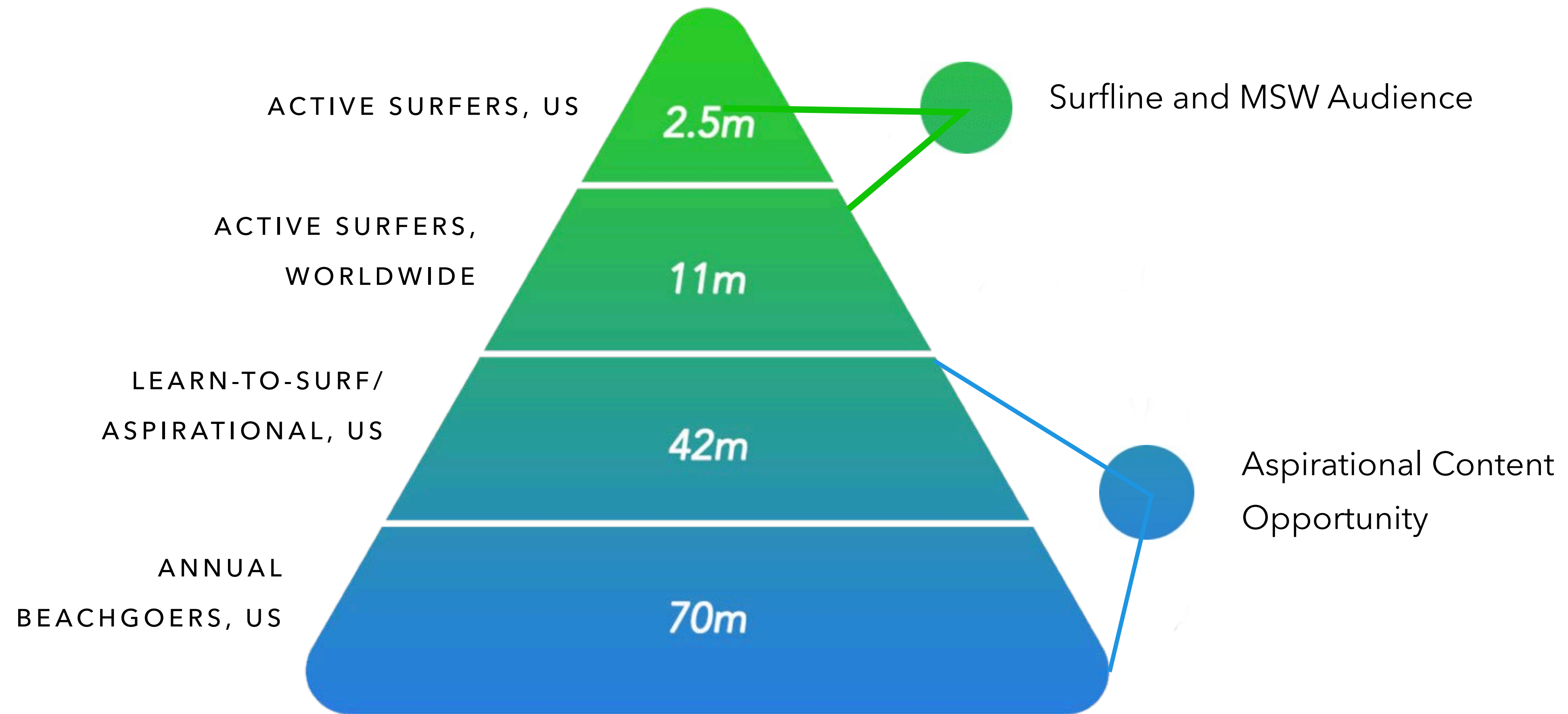
TRUST | AUTHENTICITY | CREDIBILITY

# CONNECTIONS BENEATH THE SURFACE

Surfline connects leading brands with the  
surfing community

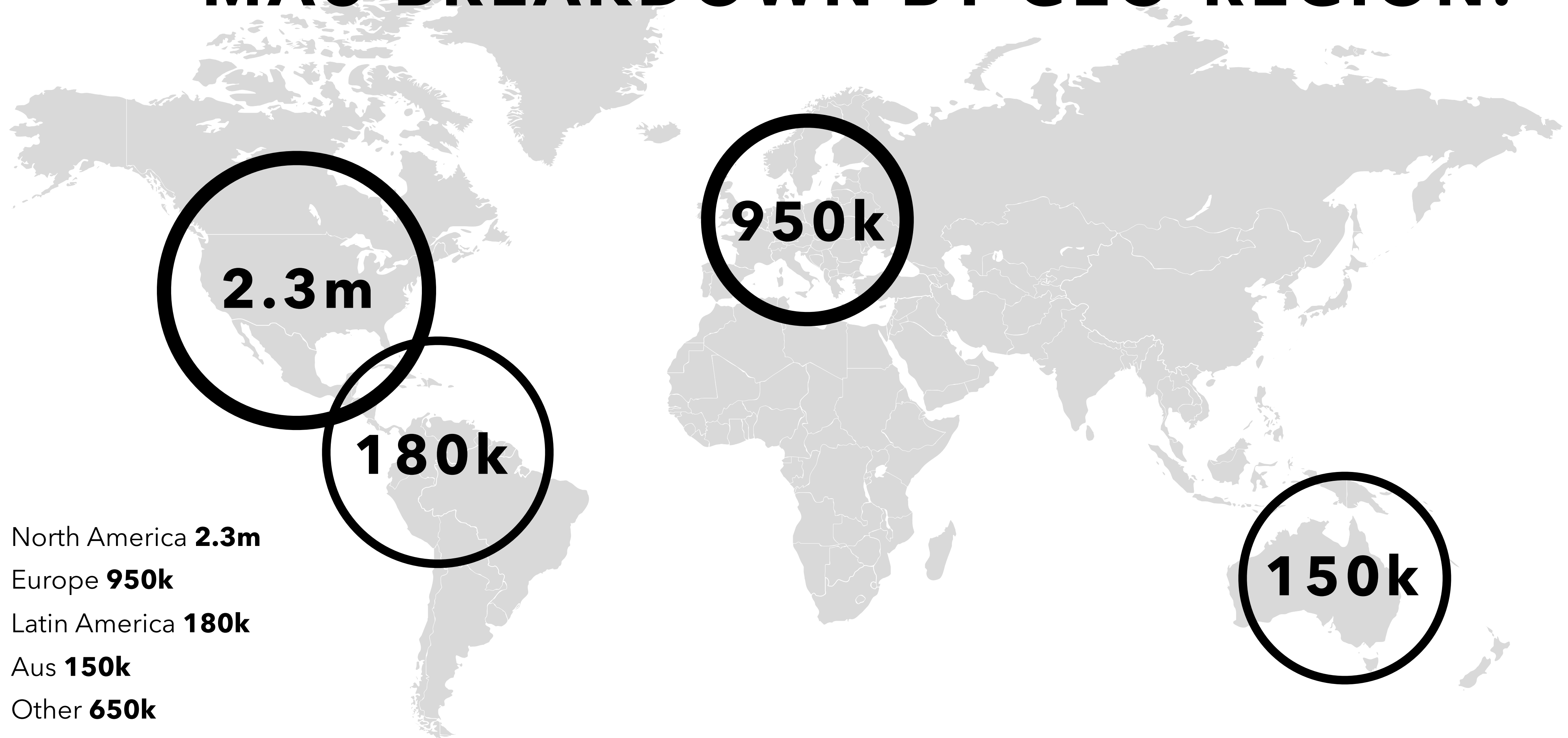


# ADDRESSABLE SURF MARKET





# MAU BREAKDOWN BY GEO-REGION:



North America **2.3m**

Europe **950k**

Latin America **180k**

Aus **150k**

Other **650k**



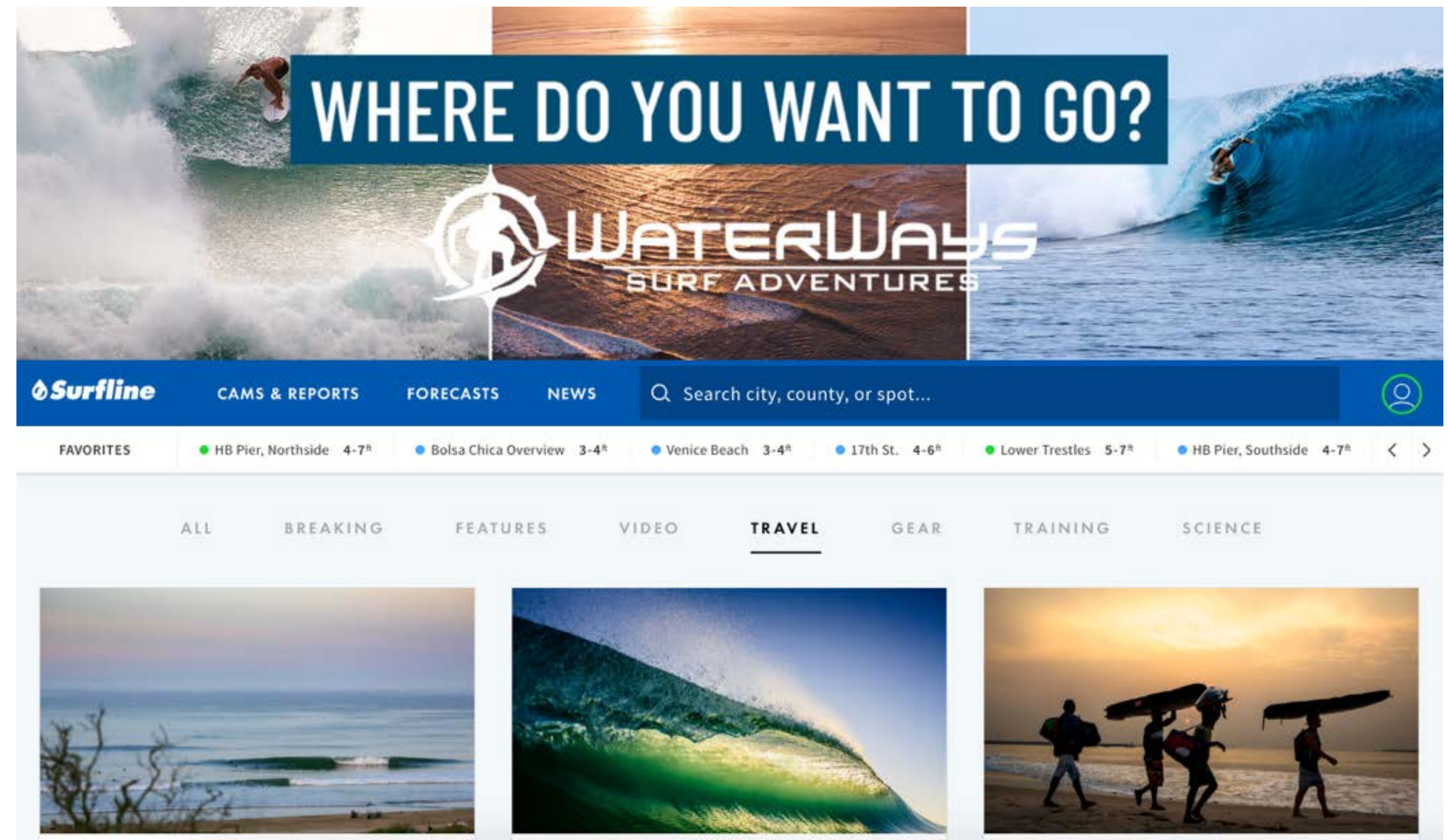
# MAU LOCAL ADVERTISING OPPORTUNITIES

Florida **300k**

North Carolina **60k**

Georgia **40k**

South Carolina **25k**









# A-Frame

- Full service agency
- Award winning  
cinematographers,  
photographers, directors,  
producers & talent

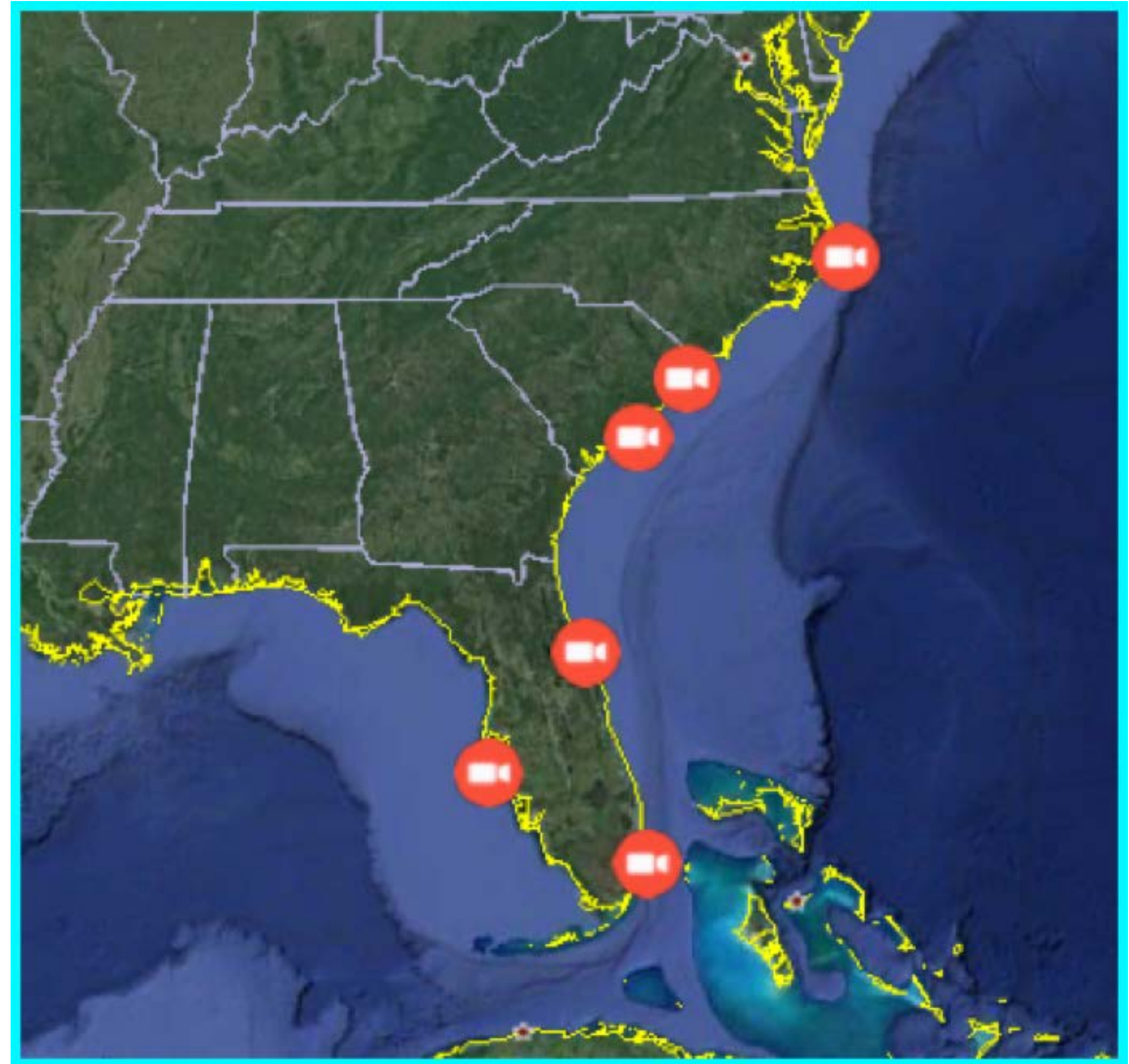




# PARTNERSHIPS



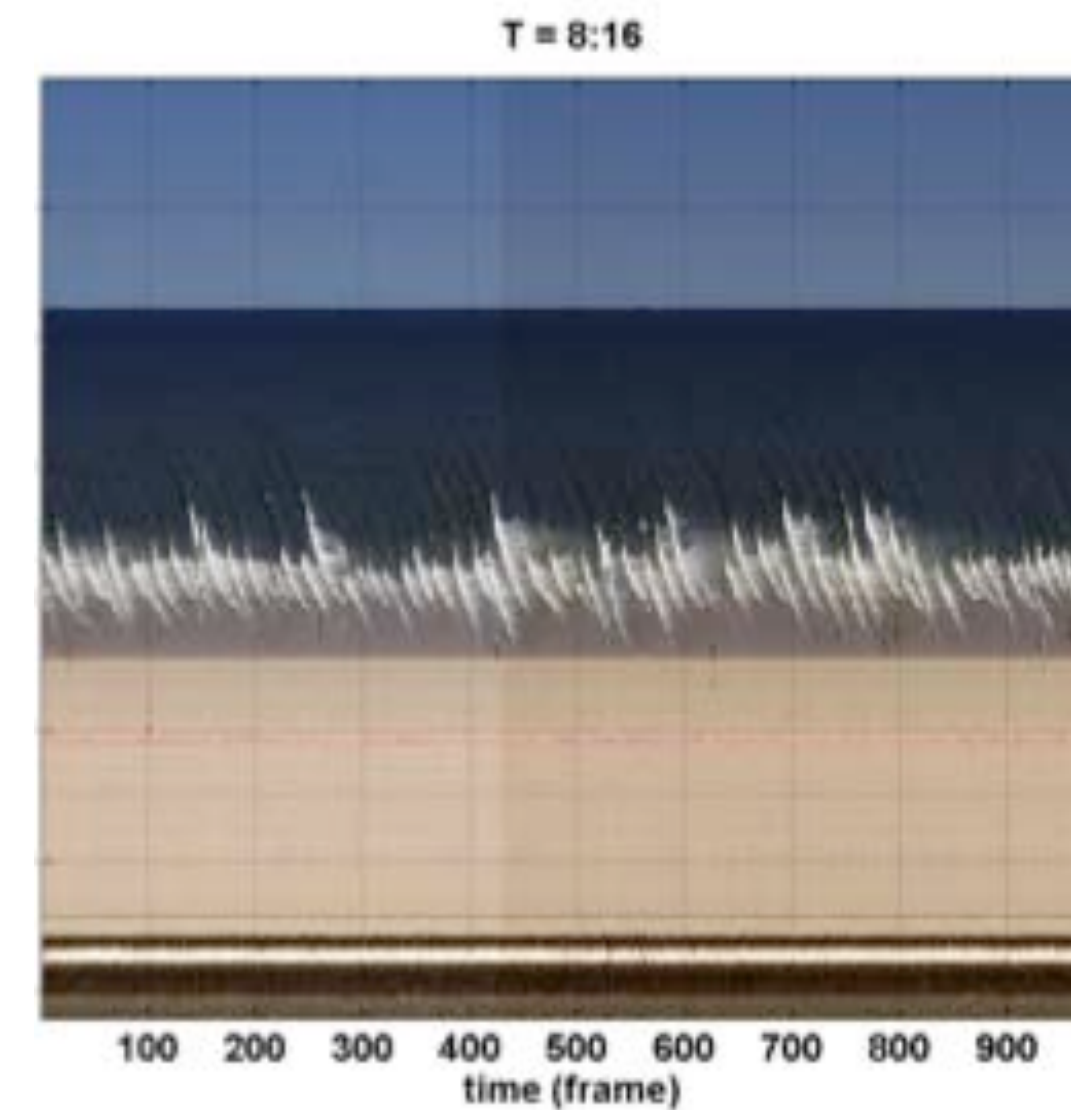
Recently installed cams for  
"WebCAT" - NOS supported project  
to monitor and analyze coastal  
hazards/change via Surflife cams





# 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

The background of the slide is a photograph of a desert landscape at sunset. The sky is a warm, orange-brown color. In the foreground, there are rolling sand dunes. On the crest of one of the dunes, three people are silhouetted against the bright sky. They appear to be holding surfboards, suggesting a beach or coastal location. The overall mood is serene and expansive.

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



A person in a black wetsuit is surfing on a green wave. The person is barefoot and is captured in a dynamic pose, leaning forward. The water is splashing around their feet, creating a misty effect. The background is a bright, hazy sky.

# THANK YOU

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