

Challenges of Maintaining 500+ Cams at Surflife, Inc.

Mark Willis

Surflife Director of Forecasting

mwillis@surflife.com



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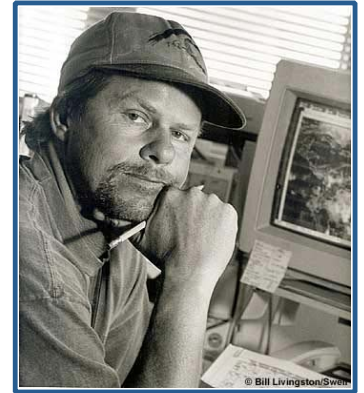


Charleston, SC



Who We Are

- Founded in 1985
- Started mainly for SoCal surfers
- Now Global – Surf, Fish, Marine
- Recently acquired our biggest competitor, Magicseaweed.com
 - Now serve over 4 million a month.
- ~100 Employees.
- Business – subscriptions, advertising, consulting
- Wide range of relationships with academia and government agencies.



Sean Collins
1952-2011



Our Applications of Web Cam Data

- We stream over 500+ cams
- Primarily for recreational purposes on and off platform
- Syndicate to hundreds of news outlets
- Stuff Ben went over
- Other uses such as WebCAT!



Examples – Surfline Camera Data



Hurricane Florence



New Jersey Waterspout



North Shore: This is What it's All About



Challenges and Roadblocks

- The biggest challenge is often finding a suitable host.
 - WebCAT: Myrtle Beach and Bradenton were hard
- Especially Myrtle Beach: Multiple host stakeholders
- Took months of calls and visits
- A cam is often seen as a distraction. People are busy.
- We almost gave up!
- But, it's very common when trying to acquire a host.

The Poster Child for Cam Challenges: Miami



Other Challenges: Keeping Cams Clean



Other Challenges: Obstructions

United States / Florida / Manatee County / Bradenton Beach

Twin Piers Surf Report & Forecast

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Other Challenges

- Data Management/Logistics – Gaps, Http > Https
- Installs can present challenges – views, equipment, other
- Hosts – Like now in Rodanthe, NC.
- If not fixed, they can move away from items of interest.
- Vandalism
- Agreements of usage.
 - Patent Pending for using our cameras as sensors.
 - We're not entirely sure what this might mean for WebCAT or other. Could just require additional agreements, maybe nothing.
- Time.
- Small projects are tough. We'd much rather do a big one.
 - Gotta start somewhere.