Challenges of Maintaining 500+ Cams at Surfline, Inc.

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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.
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
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
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.