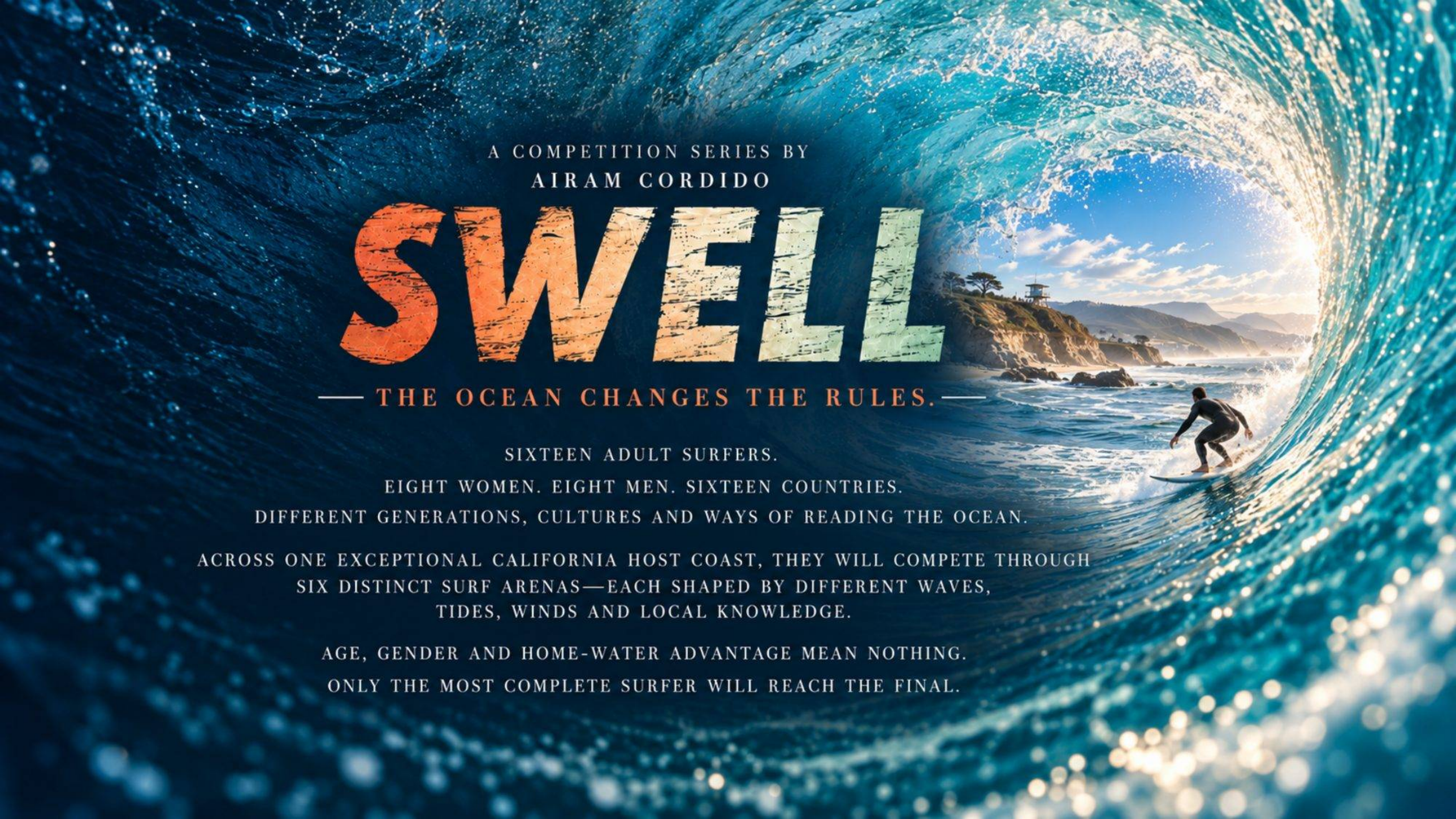

A PREMIUM INTERNATIONAL SURF REALITY COMPETITION SERIES
SWELL
THE OCEAN CHANGES THE RULES.
SEASON ONE: CALIFORNIA
ONE HOST COAST · SIX SURF ARENAS


A COMPETITION SERIES BY
AIRAM CORDIDO
SWELL
— THE OCEAN CHANGES THE RULES. —
SIXTEEN ADULT SURFERS.
EIGHT WOMEN. EIGHT MEN. SIXTEEN COUNTRIES.
DIFFERENT GENERATIONS, CULTURES AND WAYS OF READING THE OCEAN.
ACROSS ONE EXCEPTIONAL CALIFORNIA HOST COAST, THEY WILL COMPETE THROUGH
SIX DISTINCT SURF ARENAS—EACH SHAPED BY DIFFERENT WAVES,
TIDES, WINDS AND LOCAL KNOWLEDGE.
AGE, GENDER AND HOME-WATER ADVANTAGE MEAN NOTHING.
ONLY THE MOST COMPLETE SURFER WILL REACH THE FINAL.

A COMPETITION SERIES BY

AIRAM CORDIDO

SWELL



SERIES SYNOPSIS

Sixteen adult surfers arrive from sixteen different countries to compete within one exceptional host region along California's Los Angeles–Ventura coastal corridor. Eight women and eight men, representing different generations, cultures and relationships with the ocean, begin the journey as equals.

Across thirteen episodes, the competition moves through six distinct surf arenas within the same coastline. An exposed beach break gives way to a wind-shaped cobblestone point, a technical rocky reef, a powerful deep-water outer break, a long sheltered point-break wall and a remote final arena beneath towering sea cliffs. A surfer who masters one break may become vulnerable at the next.

Each of the first five arenas unfolds across two episodes. An immediate arrival trial tests instinct without advance practice and eliminates one contestant. The remaining surfers enter the main heat, where the bottom two face **THE CLOSEOUT**—a sudden-death, single-wave surf-off in which one advances and one leaves the competition.

Away from the heats, contestants must earn **LOCAL KNOWLEDGE** from the people who understand each break. They learn from multigenerational surfers, lifeguards, fishing families, board builders and coastal stewards while discovering how California surf knowledge passes between communities and generations. Competition remains fierce, but teaching and generosity become part of what defines a complete surfer.

After ten episodes and ten eliminations, six surfers reach the sixth and final surf arena for a three-episode endgame. An arrival cut leaves four semifinalists; the semifinal selects two for the championship heat. The winner receives a career-changing prize and the opportunity to transform personal ambition into a lasting future—whether that means pursuing a professional career, opening a surf school, protecting coastal access or giving others access to the ocean.

THE SIX COMPETITION ARENAS REMAIN SUBJECT TO FINAL SCOUTING, COMMUNITY CONSULTATION, COASTAL ACCESS, JURISDICTIONAL APPROVAL, PERMITS, SEASONAL CONDITIONS AND WATER-SAFETY AUTHORIZATION.

EPISODE BIBLE · CALIFORNIA

EPISODES 1 & 2

THE FIRST READING

SURF ARENA 1 · THE EXPOSED BEACH BREAK

Sixteen surfers arrive on California's Pacific coast as equals. Their first arena offers no gentle introduction: an exposed beach break where shifting sandbars, powerful currents, cold water and changing coastal winds can transform the ocean within minutes.

No contestant receives advance practice. Their first decisions reveal who can truly read unfamiliar water—and who has relied too heavily on home advantage.

EPISODE 1 · ARRIVAL TRIAL

NO PRACTICE. NO SECOND CHANCE.

The contestants enter the water with limited observation time and no coaching. Each surfer must identify the safest paddle route, select the right peak and commit to one scored wave before the conditions change.

The lowest-scoring contestant is eliminated immediately. Fifteen surfers remain.

EPISODE 2 · LOCAL KNOWLEDGE + MAIN HEAT

UNDERSTAND THE COAST—OR FACE THE CLOSEOUT.

California lifeguards, local surfers, board builders and coastal watermen reveal how tides, rip channels, shifting peaks, wind and changing sandbars reshape the break. The contestants must convert that knowledge into performance during the first Main Heat.

The bottom two enter **THE CLOSEOUT**, a sudden-death surf-off decided by one wave. One advances. One leaves the competition. Fourteen surfers remain.

16 SURFERS → **15** AFTER THE ARRIVAL TRIAL → **14** AFTER THE CLOSEOUT

LOCAL KNOWLEDGE

SHIFTING SANDBARS · RIP CHANNELS · TIDAL WINDOWS · PACIFIC WIND

THE FIRST TEST IS NOT POWER. IT IS PERCEPTION.



EPISODE BIBLE · CALIFORNIA

EPISODES 3 & 4

THE WIND WINDOW

SURF ARENA 2 · THE WIND-SHAPED POINT BREAK

Fourteen surfers move farther along the California host coast to a point break shaped by Pacific swell and relentless coastal wind. When the elements align, long walls wrap around the headland. When they do not, the same arena becomes fractured, fast and unforgiving.

Success depends on recognizing the brief window when wind, tide and swell direction work together.



EPISODE 3 · ARRIVAL TRIAL

THE WINDOW OPENS ONCE.

With no advance practice, each contestant must study the headland, predict where the longest wall will form and choose when to enter the water. Waiting may produce the best wave—or leave nothing worth riding.

The lowest-scoring contestant is eliminated. Thirteen surfers remain.

EPISODE 4 · LOCAL KNOWLEDGE + MAIN HEAT

TIMING CREATES THE OPPORTUNITY.

Local surfers, lifeguards and coastal watermen explain how the California headland bends the wind, how distant swell direction changes the takeoff and why the best conditions may last only minutes. The contestants must turn that knowledge into precise positioning during the Main Heat.

The bottom two enter **THE CLOSEOUT**. Each receives one wave and one chance to use the point correctly. One advances. One leaves the competition. Twelve surfers remain.

14 SURFERS → **13** AFTER THE ARRIVAL TRIAL → **12** AFTER THE CLOSEOUT

LOCAL KNOWLEDGE

WIND SHADOW · SWELL DIRECTION · TIDAL WINDOW · POINT POSITIONING

THE BEST SURFER DOES NOT CHASE THE WAVE.
THE BEST SURFER ARRIVES BEFORE IT.

EPISODE BIBLE · CALIFORNIA

EPISODES 5 & 6

NO MARGIN FOR ERROR

SURF ARENA 3 · THE TECHNICAL ROCK REEF

Twelve surfers confront a shallow California reef where every section of the wave is shaped by rock beneath the surface. The takeoff is narrow, the wall accelerates quickly and a poor decision can leave no safe exit.

The reef rewards exact positioning. Confidence without control becomes a liability.

EPISODE 5 · ARRIVAL TRIAL

COMMIT TO THE LINE.

Without entering the water in advance, each contestant must study exposed rock, current movement and wave behavior from shore. They receive one scored opportunity to negotiate the reef's critical section and complete a controlled exit.

The lowest-scoring contestant is eliminated. Eleven surfers remain.

EPISODE 6 · LOCAL KNOWLEDGE + MAIN HEAT

PRECISION IS THE ONLY PROTECTION.

Local surfers, lifeguards and water-safety specialists explain the submerged reef channels, the changing depth across the tide and the exit route used when the current pulls toward exposed rock. The contestants must apply that knowledge under pressure during the Main Heat.

The bottom two enter THE CLOSEOUT. One technical wave decides which surfer advances and which surfer leaves the competition. Ten surfers remain.

12 SURFERS → **11** AFTER THE ARRIVAL TRIAL → **10** AFTER THE CLOSEOUT

LOCAL KNOWLEDGE

REEF CHANNELS · TIDAL DEPTH · SWELL ANGLE · SAFE EXIT ROUTE

THE REEF NEVER MOVES. THE MARGIN DOES.

EPISODE BIBLE · CALIFORNIA

EPISODES 7 & 8

BEYOND THE HEADLAND

SURF ARENA 4 · THE POWERFUL OPEN-OCEAN BREAK

Ten surfers move beyond the shelter of the California headlands to a deep-water peak exposed to the full force of the Pacific. Long-period swell rises without a fixed shoreline reference, and the takeoff zone shifts with every set.

There is more water, more power and far less certainty. Commitment begins before the wave arrives.

EPISODE 7 · ARRIVAL TRIAL

READ THE HORIZON. HOLD YOUR POSITION.

The contestants enter the arena under strict water-safety supervision. Without advance practice, each surfer must locate the moving peak, hold position against the current and convert one opportunity into a controlled, complete ride.

The lowest-scoring contestant is eliminated. Nine surfers remain.

EPISODE 8 · LOCAL KNOWLEDGE + MAIN HEAT

POWER REWARDS DISCIPLINE.

Local watermen, experienced big-wave surfers, lifeguards and water-safety specialists explain Pacific swell intervals, current lines, weather signals and emergency routes governing the outer water. The contestants must apply that knowledge while managing fatigue during the Main Heat.

The bottom two enter **THE CLOSEOUT**. One open-ocean wave decides which surfer advances and which surfer leaves the competition. Eight surfers remain.

10 SURFERS → **9** AFTER THE ARRIVAL TRIAL → **8** AFTER THE CLOSEOUT

LOCAL KNOWLEDGE

SWELL INTERVALS · CURRENT LINES · WEATHER SIGNALS · EMERGENCY ROUTES

IN OPEN WATER, COURAGE WITHOUT JUDGMENT IS ONLY EXPOSURE.

EPISODE BIBLE · CALIFORNIA

EPISODES 9 & 10

THE LONG GAME

SURF ARENA 5 · THE LONG SHELTERED POINT-BREAK WALL

Eight surfers enter a protected California cove where long Pacific lines wrap around the headland and reorganize into a clean, sustaineed wall. The wave appears generous—but every ride demands patience, stamina and a sequence of correct decisions.

This arena is not won at the takeoff. It is won through everything that follows.

EPISODE 9 · ARRIVAL TRIAL

FINISH WHAT THE WAVE BEGINS.

Without advance practice, each contestant must select one wave and connect its changing sections from the outer point toward the inside cove. Judges reward control, adaptation and completion rather than a single dramatic maneuver.

The lowest-scoring contestant is eliminated. Seven surfers remain.

EPISODE 10 · LOCAL KNOWLEDGE + MAIN HEAT

EVERY SECTION CHANGES THE SCORE.

Local surfers, lifeguards and coastal watermen explain the takeoff rotation, tidal pulses, inside currents and natural coastal markers used to anticipate where each section will accelerate or fade. The contestants must apply that knowledge while managing priority and fatigue during the Main Heat.

The bottom two enter **THE CLOSEOUT**. One long wall determines who earns the final place in the endgame and who leaves the competition. Six surfers remain.

8 SURFERS → **7** AFTER THE ARRIVAL TRIAL → **6** ENDGAME QUALIFIERS

LOCAL KNOWLEDGE

TAKEOFF ROTATION · TIDAL PULSES · INSIDE CURRENTS · COASTAL MARKERS

THE LONGEST WAVE REVEALS THE COMPLETE SURFER.

EPISODE BIBLE · CALIFORNIA

EPISODES 11 & 12

THE FINAL ARENA

SURF ARENA 6 · THE REMOTE CLIFF-BACKED BREAK

Six surfers reach the farthest edge of the California host coast, where towering sea cliffs conceal the sixth and final arena. The break is remote, difficult to access and exposed to rapidly changing Pacific conditions.

Every lesson from the season returns here. Adaptation is no longer enough. The finalists must prove mastery.

EPISODE 11 · ENDGAME ARRIVAL CUT

SIX ENTER. FOUR SURVIVE.

The six endgame qualifiers face a multi-part test combining ocean observation, paddle endurance and scored performance in unfamiliar conditions. There is no protected warm-up and no strategic safety in the middle of the field.

The two lowest-ranked surfers are eliminated. Four semifinalists remain.

EPISODE 12 · SEMIFINAL

FOUR SURFERS. TWO PLACES.

The four semifinalists compete through head-to-head heats as tide, wind and swell direction reshape the final arena. Judges evaluate wave selection, technical control, adaptability and completion under pressure.

Two surfers advance to the Championship Heat. Two leave the competition. The final is set.

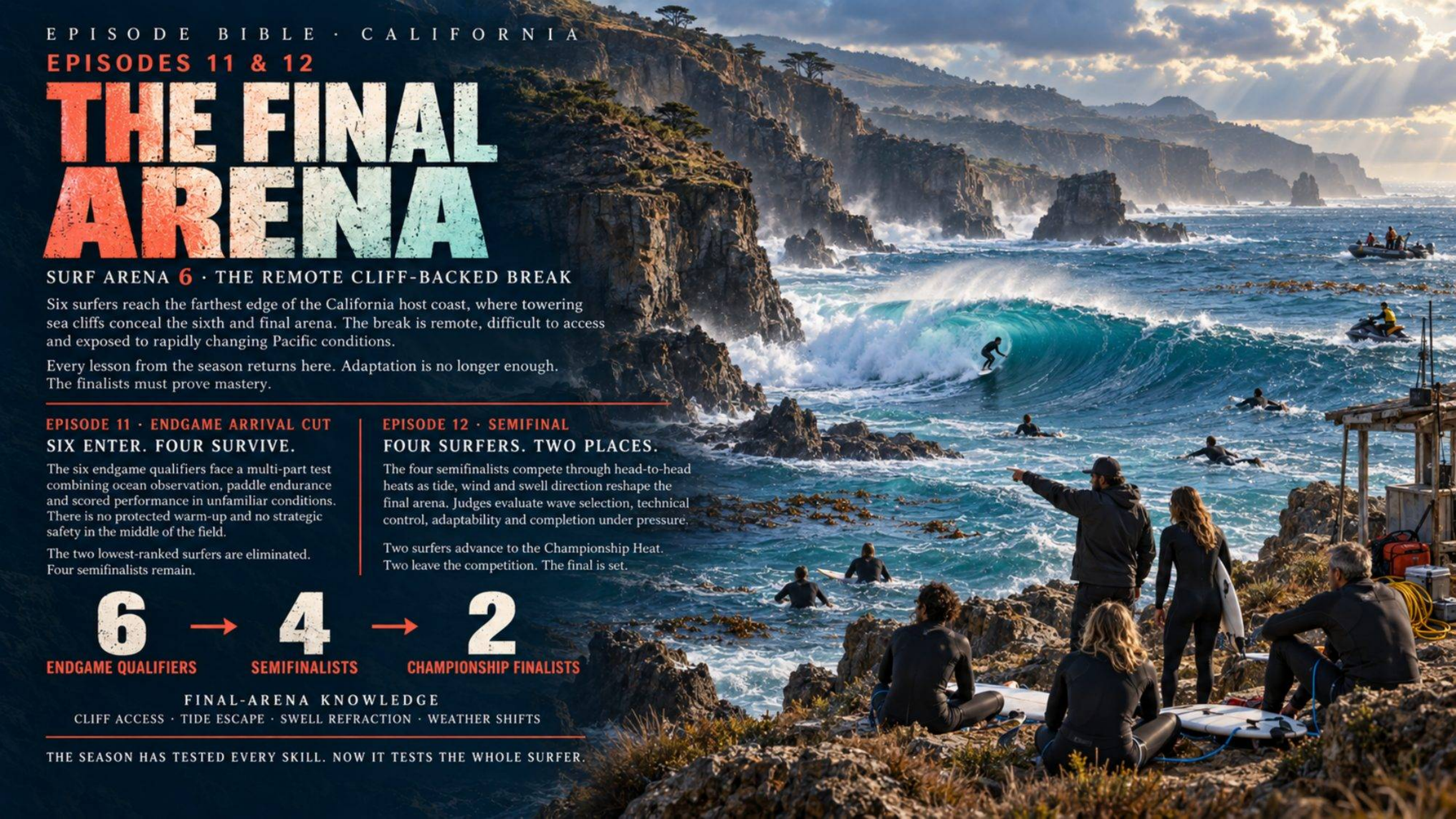
6 → **4** → **2**

ENDGAME QUALIFIERS · SEMIFINALISTS · CHAMPIONSHIP FINALISTS

FINAL-ARENA KNOWLEDGE

CLIFF ACCESS · TIDE ESCAPE · SWELL REFRACTION · WEATHER SHIFTS

THE SEASON HAS TESTED EVERY SKILL. NOW IT TESTS THE WHOLE SURFER.



EPISODE BIBLE · CALIFORNIA

EPISODE 13 · CHAMPIONSHIP FINALE

ONE COMPLETE SURFER

SURF ARENA 6 · THE REMOTE CLIFF-BACKED BREAK

Two finalists return to the sixth arena as the Pacific changes around them. A new tide, shifting wind and altered swell direction make the familiar break unfamiliar once again.

There is nowhere else to travel and nothing left to learn later. Everything must be applied now.

THE CHAMPIONSHIP HEAT

TWO SURFERS. ONE COMPLETE PERFORMANCE.

The finalists compete in an extended championship heat designed to test the complete surfer rather than reward a single spectacular moment. Each must build a complete score through wave selection, technical execution, adaptability and controlled risk.

As conditions evolve, the finalists must decide when to wait, when to reposition and when to commit. Every decision carries the full weight of the season.

THE FINAL DECISION

The permanent Host-Judge and rotating expert panel evaluate the finalists across the same principles that have defined SWELL from the beginning: performance, judgment, adaptability, completion and respect for the ocean.

One surfer earns the title of SWELL Champion and a career-changing prize. The other leaves as a finalist who survived every arena the coast could create.

2 CHAMPIONSHIP FINALISTS → 1 SWELL CHAMPION

THE COMPLETE SEASON

16 SURFERS · 6 SURF ARENAS · 13 EPISODES · 1 CHAMPION

INSTINCT · TECHNIQUE · ADAPTABILITY · ENDURANCE · JUDGMENT · LOCAL KNOWLEDGE

THE OCEAN CHANGES THE RULES. THE COMPLETE SURFER CHANGES WITH THEM.

FORMAT BIBLE · CALIFORNIA

THE COMPETITION FORMAT

ONE HOST COAST · SIX SURF ARENAS · THIRTEEN EPISODES

Sixteen adult surfers from sixteen countries compete across six distinct surf arenas within the Los Angeles–Ventura coastal corridor. Final arena selections remain subject to scouting, access, community consultation, jurisdictional approval, permits, seasonal conditions and water-safety authorization.

The location changes without leaving the host coast. Every arena introduces a new combination of wave type, tide, wind, access, risk and Local Knowledge.

THE FIELD

16 ADULT SURFERS · **8** WOMEN · **8** MEN · **16** COUNTRIES

FIVE TWO-EPISODE STAGES

ARENA 1 → ARENA 2 → ARENA 3 → ARENA 4 → ARENA 5

2 EPISODES PER ARENA · 2 ELIMINATIONS PER ARENA

16 SURFERS → **14** → **12** → **10** → **8** → **6** ENDGAME QUALIFIERS

THE TWO-EPISODE ENGINE

EPISODE A · ARRIVAL TRIAL
NO ADVANCE PRACTICE · ONE IMMEDIATE ELIMINATION

EPISODE B · LOCAL KNOWLEDGE + MAIN HEAT
BOTTOM TWO → THE CLOSEOUT → ONE ELIMINATION

Each new arena begins with instinct and ends with understanding. The Arrival Trial exposes immediate adaptability. Local Knowledge then changes how contestants read the break before the Main Heat and The Closeout determine who continues.

SURF ARENA 6 · THREE-EPISODE ENDGAME

EPISODE 11
6 QUALIFIERS → 4 SEMIFINALISTS

EPISODE 12
4 SEMIFINALISTS → 2 CHAMPIONSHIP FINALISTS

EPISODE 13
2 FINALISTS → 1 SWELL CHAMPION

5 SURF ARENAS × **2** EPISODES → **1** FINAL ARENA × **3** EPISODES → **13** EPISODES

WHAT NEVER CHANGES

PERMANENT HOST-JUDGE · ROTATING EXPERT PANEL · LOCAL KNOWLEDGE · THE CLOSEOUT · ONE CHAMPION

THE ARENA CHANGES. THE STANDARD DOES NOT.

FORMAT BIBLE · CALIFORNIA

THE EPISODE ENGINE

A NEW ARENA EVERY TWO EPISODES. NEW CONDITIONS EVERY HOUR.

Each of the first five surf arenas unfolds across a two-episode dramatic cycle. The first episode tests instinct before preparation. The second reveals how knowledge changes performance.

The structure repeats. The ocean never does.

EPISODE A · ARRIVAL

THE ARENA IS REVEALED.

1 · **FIRST OBSERVATION**
Contestants study the break from shore with limited time.

2 · **NO ADVANCE PRACTICE**
No one enters the water before the scored test begins.

3 · **ARRIVAL TRIAL**
Every surfer must adapt immediately to unfamiliar conditions.

4 · **FIRST ELIMINATION**
The lowest-scoring contestant leaves the competition.

EPISODE B · UNDERSTANDING

KNOWLEDGE CHANGES THE HEAT.

1 · **LOCAL KNOWLEDGE**
The community reveals how the arena truly works.

2 · **MAIN HEAT**
Contestants apply what they learned under competitive pressure.

3 · **BOTTOM TWO**
The two lowest-ranked surfers face sudden death.

4 · **THE CLOSEOUT**
One wave. One scored opportunity. No second chance.

5 · **SECOND ELIMINATION**
One advances. One leaves the competition.

NEW ARENA → ARRIVAL TRIAL → 1 ELIMINATION → LOCAL KNOWLEDGE → MAIN HEAT → THE CLOSEOUT → 1 ELIMINATION

WHAT CHANGES EVERY STAGE

WAVE TYPE · TIDE · WIND · CURRENT · ACCESS · RISK · COMMUNITY

WHAT RETURNS EVERY STAGE

HOST-JUDGE · EXPERT PANEL · SCORING PRINCIPLES · DUTY OF CARE · THE CLOSEOUT

THE FIRST TEN EPISODES

ARENA 1 · EPISODES 1–2
ARENA 2 · EPISODES 3–4
ARENA 3 · EPISODES 5–6
ARENA 4 · EPISODES 7–8
ARENA 5 · EPISODES 9–10

THEN THE ENGINE CHANGES

SURF ARENA 6 · EPISODES 11–13 · THREE-EPISODE ENDGAME

6 QUALIFIERS → 4 SEMIFINALISTS → 2 FINALISTS → 1 SWELL CHAMPION

FAMILIAR STRUCTURE. UNPREDICTABLE OCEAN.

FORMAT BIBLE · CALIFORNIA

LOCAL KNOWLEDGE

THE PEOPLE WHO LIVE WITH THE COAST UNDERSTAND WHAT THE OCEAN DOES NOT ANNOUNCE.

At every surf arena, contestants must earn Local Knowledge from the people whose lives are shaped by that water. California surfers, lifeguards, fishers, harbor workers, board builders, marine specialists and environmental stewards reveal what observation alone cannot. Tribal Nations and authorized representatives are engaged through appropriate consultation.

Within one host region, these encounters become continuing relationships. Familiar faces return, trust develops and the contestants begin to understand the coast as a connected living system rather than a sequence of isolated breaks.

WHAT LOCAL KNOWLEDGE CHANGES

WAVE SELECTION
Understanding where and when the best waves form.

POSITIONING
Reading currents, channels, takeoff zones and shifting peaks.

EQUIPMENT
Choosing boards, fins and preparation suited to the arena.

SAFETY
Recognizing access routes, hazards, changing signals and escape options.

STRATEGY
Knowing when to wait, reposition, commit or leave a wave alone.

HOW IT ENTERS THE COMPETITION

LISTEN → OBSERVE → PRACTICE WITH PURPOSE → APPLY IN THE MAIN HEAT

Local Knowledge arrives after the instinct-driven Arrival Trial. It cannot protect a contestant from the first elimination—but it can transform performance in the Main Heat and determine who survives The Closeout.

ONE REGION · RECURRING RELATIONSHIPS

FAMILIAR FACES RETURN · TRUST DEEPENS · STORIES CONTINUE · KNOWLEDGE CONNECTS THE ARENAS

THE COAST TEACHES DIFFERENTLY

ARENA 1 · SHIFTING SANDBANKS + RIP CHANNELS
ARENA 2 · WIND SHADOW + SWELL DIRECTION
ARENA 3 · REEF CHANNELS + TIDAL DEPTH
ARENA 4 · CURRENT LINES + WEATHER SIGNALS
ARENA 5 · TAKEOFF ROTATION + INSIDE SECTIONS
ARENA 6 · CLIFF ACCESS + SWELL REFRACTION

KNOWLEDGE IS EXCHANGED–NOT EXTRACTED

Contestants arrive with experience of their own oceans. They listen first, contribute respectfully and share what they know in return. The relationship is collaborative, and the community's expertise remains visible throughout the story.

WHAT THE AUDIENCE GAINS

AUTHENTIC CHARACTER · CULTURAL DEPTH · EMOTIONAL CONTINUITY · A COAST REVEALED FROM WITHIN

TO MASTER THE WAVE, FIRST UNDERSTAND THE PEOPLE WHO READ IT.

FORMAT BIBLE · CALIFORNIA

THE CLOSEOUT

ONE WAVE CAN ERASE EVERVTHING THAT CAME BEFORE.

At the end of each of the first five surf-arena stages, the two lowest-ranked surfers from the Main Heat face **THE CLOSEOUT**: a stripped-back sudden-death surf-off in which accumulated scores, earlier victories and reputation no longer offer protection.

Each surfer receives one counting wave. There is no room to build momentum, recover from a poor choice or wait indefinitely for perfect conditions. Wave selection becomes as decisive as performance. A safer wave may preserve control, while one ambitious decision can reverse the entire result.

The format compresses the central test of SWELL into a few unforgiving minutes: read the ocean, commit without certainty and execute when the opportunity arrives. One surfer advances. The other leaves the competition.

BOTTOM TWO → ONE COUNTING WAVE EACH → ONE SURFER ADVANCES
ONE SURFER IS ELIMINATED

FIVE CLOSEOUTS PER SEASON
EPISODES 2 · 4 · 6 · 8 · 10

NO CLOSEOUT IN EPISODES 11–13
THE FINAL ARENA USES THE ARRIVAL CUT, SEMIFINAL AND CHAMPIONSHIP HEAT.

THE CLOSEOUT ENDS EACH OF THE FIRST FIVE SURF-ARENA STAGES.
THE ENDGAME CHANGES THE RULES.
PAST PERFORMANCE EARNS NO IMMUNITY.

FORMAT BIBLE · CALIFORNIA

HOW SURFERS ARE JUDGED

THE BEST MANEUVER MEANS NOTHING ON THE WRONG WAVE.

SWELL judges the complete performance—not a collection of isolated tricks. Every score begins with wave selection: recognizing which opportunity offers the greatest potential and understanding when patience has become hesitation.

Commitment and execution reveal what a surfer does with that choice. Judges reward control, speed, power and precision, but also the willingness to engage the most consequential part of the wave. Variety and progression distinguish a complete performance from repetition.

Across six surf arenas within one California host coast, adaptability and ocean intelligence shape every decision. The strongest surfer reads changing conditions, adjusts strategy and makes difficult choices appear instinctive. Reputation cannot replace what happens on the wave in front of the judges.

WAVE SELECTION · COMMITMENT · EXECUTION · VARIETY
PROGRESSION · ADAPTABILITY · OCEAN INTELLIGENCE

ONE STANDARD ACROSS SIX ARENAS

THE CRITERIA REMAIN CONSTANT. THE CONDITIONS CHANGE WHAT EXCELLENCE REQUIRES.

WHAT THE JUDGES MUST RECOGNIZE

EXPOSED BEACH · INSTINCT + WAVE READING
WIND-SHAPED POINT · TIMING + POSITIONING
TECHNICAL REEF · PRECISION + CONTROL
OPEN OCEAN · COMMITMENT + RISK JUDGMENT
SHELTERED WALL · VARIETY + PROGRESSION
FINAL ARENA · COMPLETE MASTERY

THE SCORE BELONGS TO THE PERFORMANCE IN FRONT OF THE JUDGES.

NO REPUTATION BONUS · NO HOME-WATER ADVANTAGE · NO IMMUNITY FROM EARLIER VICTORIES

THE OCEAN DEFINES THE TEST. THE SURFER DEFINES THE ANSWER.



FORMAT BIBLE · CALIFORNIA

THE CASTING PHILOSOPHY

DIFFERENT LIVES. DIFFERENT WAVES. ONE SHARED TEST.

SWELL brings together eight women and eight men from sixteen countries, generations and surfing traditions. The cast is built around contrast: emerging talent beside hard-earned experience, elite competitors beside underground surfers and instinctive risk-takers beside precise technicians.

Age, gender, nationality and existing visibility never determine competitive importance. Every surfer arrives with a credible relationship to the ocean, a distinct reason for entering and something meaningful that victory could make possible.

Within one California host coast, the strongest cast becomes an evolving human ecosystem. Contestants cannot reset their relationships at each new destination. Alliances deepen, rivalries accumulate and encounters with recurring coastal communities reveal character over time.

The goal is not sixteen variations of the same marketable personality. It is a volatile, emotionally credible ensemble—mentors and protégés, outsiders and champions, builders and disruptors—whose differences create humor, conflict, loyalty and genuine transformation.

16 ADULT SURFERS · **8** WOMEN · **8** MEN · **16** COUNTRIES

GENERATIONS · GEOGRAPHIES · SURFING DISCIPLINES
PERSONALITIES · AMBITIONS · LIFE EXPERIENCE

THE CAST MUST CONTAIN CONTRAST

POWER · PRECISION · INSTINCT · STRATEGY · EXPERIENCE · A EMERGING TALENT
PUBLIC CHAMPIONS · UNKNOWN CONTENDERS · MENTORS · DISRUPTORS

WHY ONE HOST COAST DEEPENS THE CAST

RELATIONSHIPS CONTINUE
Contestants live with the alliances and tensions they create.

COMMUNITIES RETURN
Local participants become recurring characters rather than brief encounters.

REPUTATIONS EVOLVE
Each new arena can confirm or overturn what the cast believes about one another.

TRANSFORMATION BECOMES VISIBLE
Growth unfolds against one connected coastline and shared social world.

EVERY CONTESTANT MUST BRING

CREDIBLE SURFING ABILITY · A DISTINCT WORLDVIEW · A PERSONAL STAKE · THE CAPACITY TO CHANGE

THE OCEAN CREATES THE PRESSURE. THE CAST CREATES THE STORY.

FORMAT BIBLE · CALIFORNIA

THE 16 SURFERS

SIXTEEN STORIES. NO OBVIOUS WINNER.

The SWELL field is deliberately built across generations, geographies and surfing traditions. Eight women and eight men arrive from sixteen countries with different relationships to competition, risk, community and the ocean—but every one of them possesses the credibility to win.

The cast balances emerging talent, established professionals, experienced independents and respected veterans. Shortboarders meet longboarders. Technical specialists confront instinctive risk-takers. Progressive athletes compete beside surfers whose greatest strength is judgment earned over decades.

Each contestant carries a distinct ambition: a first professional breakthrough, a second chance, financial security, a community project, a protected coastline or a legacy beyond competition. Victory must mean something different to every surfer.

Within one California host coast, those differences cannot remain superficial. Six changing arenas expose strengths, habits and vulnerabilities over time. Their contrasts create the season's alliances, rivalries, reversals and impossible predictions.

16 ADULT SURFERS | **8** WOMEN | **8** MEN | **16** COUNTRIES

4 EMERGING · 4 ESTABLISHED · 4 EXPERIENCED · 4 VETERANS

GLOBAL · MULTIGENERATIONAL · MULTIDISCIPLINARY



THE FIELD IS BUILT ON CONTRAST

POWER + PRECISION · INSTINCT + STRATEGY · YOUTH + EXPERIENCE
SHORTBOARD + LONGBOARD · PUBLIC PROFILE + UNDERGROUND CREDIBILITY

VICTORY MEANS SOMETHING DIFFERENT TO EACH SURFER

BREAKTHROUGH · SECOND CHANCE · SECURITY · COMMUNITY · CONSERVATION · LEGACY

THE SAME CAST · SIX DIFFERENT TESTS

EXPOSED BEACH → WIND-SHAPED POINT → TECHNICAL REEF → OPEN OCEAN → SHELTERED WALL → FINAL ARENA
EVERY NEW ARENA CHANGES WHO APPEARS STRONGEST.

NO PREDETERMINED HERO. NO DESIGNATED VILLAIN.

The audience discovers the cast through decisions, relationships and performance. Reputation may create expectation, but the ocean continually rewrites the hierarchy.

SIXTEEN CREDIBLE WINNERS. ONE COMPLETE SURFER.

FORMAT BIBLE · CALIFORNIA

CHARACTER ARCHETYPES

WHO THEY APPEAR TO BE IS ONLY THE BEGINNING.

SWELL begins with recognizable competitive energies, then allows the ocean and sustained life within one host coast to complicate them. A prodigy may discover patience. A veteran may become the season's greatest risk-taker. An outsider may build the strongest alliance.

The field balances instinct and analysis, visibility and obscurity, momentum and reinvention. Established champions compete beside underground talent. Freesurfers confront structure. Technicians face chaos. Every apparent strength creates a corresponding vulnerability.

These archetypes help audiences enter the story quickly without reducing contestants to fixed roles. Across six changing surf arenas, assumptions collapse, unexpected qualities emerge and the competitive hierarchy is repeatedly rewritten.

Remaining within one California region deepens that transformation. Contestants cannot disappear into a new country after conflict or failure. They return to shared routines, familiar communities and unresolved relationships until performance reveals who they are becoming.

PRODIGY · VETERAN · UNDERGROUND TALENT
COMEBACK SURFER · FREESURFER · TECHNICIAN
RISK-TAKER · OUTSIDER · COMMUNITY BUILDER

THE STORY MOVES BEYOND THE LABEL

FIRST IMPRESSION → PRESSURE → CONTRADICTION → TRANSFORMATION

WHY CHARACTER DEEPENS WITHIN ONE REGION

CONFLICT CONTINUES

There is no geographic reset after a difficult moment.

ALLIANCES ACCUMULATE

Trust is tested repeatedly across new arenas.

COMMUNITIES REMEMBER

Recurring local relationships reveal consistency and change.

THE OCEAN RECASTS EVERYONE

A strength in one arena may become a weakness in the next.

THE MOST COMPELLING STORY IS THE ONE THAT CHANGES

THE PRODIGY LEARNS PATIENCE · THE VETERAN TAKES THE RISK · THE OUTSIDER BUILDS THE ALLIANCE
THE CHAMPION DOUBTS · THE TECHNICIAN IMPROVISES · THE COMMUNITY BUILDER COMPETES

CAST FOR POSSIBILITY—NOT PREDETERMINED ROLES

The format creates pressure, but the contestants create the character arcs. Producers follow behavior, contradiction and change rather than forcing the cast to perform fixed reality-television identities.

THE ARCHETYPE OPENS THE STORY. THE OCEAN REWRITES IT.

FORMAT BIBLE · CALIFORNIA

THE PERMANENT HOST-JUDGE

ONE COAST. SIX ARENAS. ONE CONSTANT VOICE.

One permanent Host-Judge remains present throughout all thirteen episodes, becoming the human anchor of SWELL. They introduce each new surf arena, clarify the competitive stakes and translate the ocean's complexity without reducing it to television spectacle.

Their authority comes from lived surfing credibility, broad cultural awareness and the ability to make difficult decisions under changing conditions. Working with rotating surf experts and California local knowledge holders, they communicate results and defend the integrity of the format without favoring reputation, age or commercial value.

Remaining within one host coast creates a deeper kind of continuity. The Host-Judge learns how each arena responds to swell, tide and wind while building respectful relationships with the communities that understand the coastline best. They connect those local perspectives to the competition without claiming ownership of knowledge that is not theirs.

Because they share the entire season with the contestants, the Host-Judge develops an honest relationship with every surfer. They can challenge, reassure and confront—but never coach someone toward victory. Trust grows without erasing distance. When elimination arrives, compassion and authority must occupy the same frame.

ACROSS ALL SIX SURF ARENAS

INTRODUCE THE ARENA · DEFINE THE STAKES · TRANSLATE CONDITIONS · LEAD THE JUDGING PANEL · COMMUNICATE THE RESULT

ONE CONTINUOUS AUTHORITY

LOCAL KNOWLEDGE → EXPERT ANALYSIS → FAIR JUDGMENT → CLEAR RESULT

CREDIBILITY · AUTHORITY · CLARITY
PRESENCE · FAIRNESS · EMOTIONAL INTELLIGENCE

THE COAST KEEPS CHANGING. THE STANDARD REMAINS.



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LOCAL SURFERS AND COASTAL GUIDES

THE PEOPLE WHO KNOW THE COAST SHAPE THE COMPETITION.

Every surf arena is introduced through people whose lives are connected to its water. Local surfers, lifeguards, fishers, harbor professionals, marine workers, board builders, environmental stewards and authorized community and Tribal representatives reveal how each part of California's Pacific coast behaves—and what respectful participation requires.

Their coastal knowledge is practical, historical and deeply personal. They identify shifting sandbars, rip channels, kelp beds, submerged reefs, wind corridors, safe entry routes and lineup etiquette while placing each break within the larger story of the community that protects, works beside and depends upon it.

Because the season remains within one host region, these community relationships develop beyond a single visit. Familiar faces return, trust grows and contestants begin to understand how different communities along the same coast exchange knowledge while preserving distinct traditions, responsibilities and relationships with the ocean.

These voices are not decorative guest appearances. They influence the challenges, question contestant assumptions and help determine which information must be earned. The strongest relationships may create a competitive advantage, but their greater purpose is to ensure that every arena is represented by people with genuine *authority*.

ONE COAST · MANY KNOWLEDGE HOLDERS

LOCAL SURFERS · LIFEGUARDS · FISHERS · MARINE WORKERS · CRAFTSPEOPLE · ENVIRONMENTAL STEWARDS · AUTHORIZED COMMUNITY AND TRIBAL REPRESENTATIVES

WHAT THE COAST REVEALS

SANDBARS · RIP CHANNELS · KELP BEDS · REEF HAZARDS
TIDAL ACCESS · WIND CORRIDORS · LINEUP ETIQUETTE · COASTAL HISTORY

DEEPER IMMERSION ACROSS ONE REGION

INTRODUCTION → PARTICIPATION → TRUST → SHARED UNDERSTANDING

GUIDING PRINCIPLES

LOCAL AUTHORITY · LIVED EXPERIENCE · SHARED KNOWLEDGE
CULTURAL CONTEXT · MUTUAL RESPECT · REAL CONSEQUENCES

THE COAST SPEAKS THROUGH THE PEOPLE WHO KNOW IT.



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RELATIONSHIPS AND RIVALRIES



THE OCEAN CHANGES PEOPLE—AND WHAT THEY MEAN TO EACH OTHER.

Competition creates pressure, but prolonged proximity creates relationships. Across thirteen episodes within one California host coast, surfers from different generations, cultures and disciplines become mentors, rivals, allies and friends—often occupying several of those roles at once.

The One Host Coast model allows those relationships to deepen. Contestants return to familiar communities, share daily routines and confront the same people after victories, mistakes and eliminations. They travel less, but there is nowhere emotionally convenient to disappear.

Experience may guide a prodigy until the student becomes a threat. A strategic alliance may fracture when survival is at stake. Cultural misunderstandings can create tension, while genuine curiosity and shared work allow trust to develop where neither contestant expected it.

The strongest relationships carry consequences in the water. A surfer may share vital knowledge, surrender a better board or protect someone whose success threatens their own position. Every new arena can reverse the hierarchy. transforming an outsider into a contender, a rival into an ally or a mentor into the person who must now be defeated.

WHAT DRAWS THEM TOGETHER

SHARED ROUTINES • LOCAL KNOWLEDGE • MUTUAL RESPECT • VULNERABILITY • SURVIVAL

WHAT PULLS THEM APART

AMBITION • FEAR • WAVE PRIORITY • STRATEGY • ELIMINATION PRESSURE

NOTHING REMAINS FIXED

STRANGERS → ALLIES → THREATS → RIVALS → SOMETHING MORE COMPLICATED

MENTORSHIP • GENERATIONAL TENSION • ALLIANCES • FRIENDSHIP
MISUNDERSTANDING • SACRIFICE • BETRAYAL • COMPETITIVE REVERSAL

THE LONGER THEY STAY, THE HARDER IT BECOMES TO LEAVE SOMEONE BEHIND.

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CAMPER VAN CONTESTANT VILLAGE

ONE SHARED BASE. SIXTEEN PRIVATE RETREATS. AN ENTIRE SEASON OF LIFE BETWEEN THE WAVES.

Throughout Season One, the sixteen surfers live together in a purpose-built camper-van village within the California production base. Each contestant receives a private, production-approved sleeping space while sharing carefully designed communal areas for meals, recovery, equipment preparation and daily life.

The village keeps the cast connected without sacrificing privacy or welfare. Contestants return to the same social world after every heat, victory and elimination. Alliances deepen, rivalries remain unresolved and cultural exchange continues long after the surfers leave the water.

The village remains primarily stationary at the controlled regional base. Contestants travel to active surf arenas in production-managed vehicles under approved transport, insurance and safety protocols.

The result is more than accommodation. It is the emotional center of the season—the place where competitors recover, reconsider their choices and reveal who they are when the ocean is no longer occupying the frame.



THE VILLAGE

PRIVATE SLEEPING SPACE · COMMUNAL KITCHEN · DINING · RECOVERY · BOARD STORAGE · WETSUIT DRYING · WELFARE · CONFESSIONALS

THE STORY CONTINUES BETWEEN ARENAS

ARRIVE AS STRANGERS → BUILD ROUTINES → FORM ALLIANCES → CARRY CONFLICT HOME → FACE ELIMINATION

AUTHENTIC PARTNERSHIP POTENTIAL

Camper vans, outdoor systems, bedding, solar power, portable energy, recovery equipment, food, apparel and travel products may be integrated only where operationally appropriate and editorially authentic.

PARTNERSHIP DOES NOT OVERRIDE SAFETY, WELFARE, EDITORIAL INDEPENDENCE OR COMPETITION INTEGRITY.

THE OCEAN TESTS THEM. THE VILLAGE REVEALS THEM.

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VISUAL LANGUAGE

INTIMATE ENOUGH TO FEEL. VAST ENOUGHE TO HUMBLE.

SWELL is photographed from inside the experience. Water-level cameras reveal the speed, weight and consequence of every wave, while patient observational coverage captures the quieter decisions, relationships and moments of doubt that reshape the competition on shore.

One host coast creates continuity without visual repetition. Exposed beaches, wind-shaped points, shallow reefs, deep-water breaks, sheltered walls and towering final-arena cliffs each possess a distinct rhythm, scale and physical threat. Weather, tide and natural light transform the same coastline from hour to hour.

California's visual identity remains present throughout: sandstone bluffs, dark intertidal rock, bright Pacific water, kelp beds, weathered lifeguard structures, coastal roads, native chaparral and wind-shaped trees create texture inseparable from the people who live there. The world is never reduced to an interchangeable tropical backdrop.

Sweeping aerial scale places the surfers inside a force far larger than themselves, Graphics remain restrained and editorial, clarifying only what the audience needs to understand. The ocean, human behavior and the changing environment carry the story.

FROM INSIDE THE EXPERIENCE

WATER-LEVEL CAMERAS • LONG-LENS OBSERVATION • AERIAL GEOGRAPHY • INTIMATE PORTRAITURE

ONE COAST • SIX CINEMATIC IDENTITIES

EXPOSED BEACH • WIND-SHAPED POINT • TECHNICAL REEF
OPEN-OCEAN BREAK • SHELTERED WALL • CLIFF-BACKED FINAL

THE COAST NEVER LOOKS THE SAME TWICE

TIDE → WIND → SWELL → WEATHER → LIGHT → HUMAN PRESSURE

WATER-LEVEL IMMERSION • OBSERVATIONAL INTIMACY • LOCAL TEXTURE
WEATHER AS DRAMA • AERIAL SCALE • RESTRAINED GRAPHICS

ONE COAST. AN ENTIRE CINEMATIC WORLD.

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THE WORLD OF SWELL

ONE HOST COAST. SIX FORCES. NO FAMILIAR WATER.

The six surf arenas of SWELL are not interchangeable locations. Each is an active dramatic force with its own wave behavior, exposure, access, community knowledge and consequences. Every move along California's Pacific coast changes what the contestants need to understand—and which strengths still matter.

The season begins at an exposed beach break ruled by shifting sandbars, strong currents and unstable peaks. A wind-shaped point then demands patience and precise timing before a shallow rocky reef punishes hesitation and careless positioning.

A powerful open-ocean break tests commitment beyond the protection of the shoreline. A long sheltered wall rewards endurance, flow and tactical wave selection. The remote sixth arena removes every distraction, surrounding the finalists with towering cliffs, difficult access and unforgiving Pacific power.

Together, the six arenas ensure that no specialist can remain comfortable—and that only a complete surfer can reach the end. One coastline becomes an entire competitive world because every new headland reveals a different ocean.

ONE REGION · SIX COMPETITIVE WORLDS

1 · EXPOSED BEACH BREAK
2 · WIND-SHAPED POINT
3 · TECHNICAL ROCKY REEF
4 · POWERFUL OPEN-OCEAN BREAK
5 · LONG SHELTERED WALL
6 · REMOTE CLIFF-BACKED FINAL

THE COAST REVEALS ITSELF PROGRESSIVELY

EXPOSURE → PRECISION → CONSEQUENCE → POWER → ENDURANCE → COMPLETENESS

5 SURF ARENAS × 2 EPISODES → 1 FINAL ARENA × 3 EPISODES → 13 EPISODES

GEOGRAPHIC DEPTH · CHANGING CONDITIONS · DISTINCT COMMUNITIES
LOCAL AUTHORITY · REGIONAL IMMERSION · ESCALATING CONSEQUENCE

THE FARTHER THEY LOOK INTO ONE COAST, THE LARGER THE WORLD BECOMES.

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TONE AND STORYTELLING

REAL PRESSURE. REAL CONNECTION. NOTHING FORCED.

SWELL combines the scale and beauty of premium documentary filmmaking with a competition whose outcomes carry genuine consequence. The ocean creates pressure naturally; the series never needs manufactured conflict, artificial jeopardy or simplified heroes and villains.

Emotional access comes through patient observation. Contestants reveal themselves in the decisions they make, the relationships they build and the moments when confidence gives way to doubt. Humor emerges organically from personality, cultural exchange and the absurdity of trying to control an ocean that refuses to cooperate.

Remaining within one California host region allows stories to accumulate rather than reset. Familiar communities return, earlier choices carry consequences and relationships continue after victories, mistakes and eliminations. The coast becomes more emotionally meaningful as the contestants understand it more deeply.

Every surf arena is approached with curiosity rather than spectacle. Local voices provide context, challenge assumptions and deepen the story. The result is adventurous without becoming careless, emotional without manipulation and cinematic without losing the imperfect human truth at its center.

HOW STORY EMERGES

OBSERVATION → CHOICE → CONSEQUENCE → REFLECTION → TRANSFORMATION

PRESSURE ALREADY EXISTS

CHANGING CONDITIONS • ELIMINATION • AMBITION • LOYALTY • FEAR • RESPONSIBILITY

STORIES THAT DEEPEN INSTEAD OF RESET

RECURRING COMMUNITIES • ACCUMULATED TRUST • UNRESOLVED TENSION • LASTING CONSEQUENCES

TONAL PRINCIPLES

DOCUMENTARY REALISM • GENUINE COMPETITION • EMOTIONAL ACCESS
ORGANIC HUMOR • REAL DANGER • CULTURAL CURIOSITY

THE FORMAT CREATES THE PRESSURE. THE PEOPLE CREATE THE STORY.

FORMAT BIBLE · CALIFORNIA

MUSIC AND SOUND

HEAR THE OCEAN BEFORE THE HORN BREAKS THE SILENCE.

The sound of SWELL begins with the ocean. Breaking water, shifting currents, board impact, wind and breath place the audience inside each heat with a physical immediacy that music alone cannot create. Silence before competition becomes as powerful as the final horn.

One host coast creates a coherent sonic identity with constant variation. Sand-bottomed surf collapses differently from a shallow reef. Offshore wind cuts across a point break, deep water carries low-frequency power and towering cliffs return the ocean as echo. Every arena sounds distinct before a note is added.

California musicians and sound artists contribute through genuine collaboration with the communities connected to the coast. Acoustic instruments, voices, rhythms, field recording and contemporary textures may enter the score without reducing a living culture to familiar clichés or decorative atmosphere.

Music supports emotion but never manufactures it. It can build momentum, reveal personality or connect relationships across the season, then disappear when raw water, breath or silence tells the story more truthfully. The series knows when to score the moment—and when to let the Pacitic speak.

THE OCEAN LEADS

BREAKING WATER · CURRENT · BOARD IMPACT · WIND · BREATH · SILENCE · THE FINAL HORN

ONE COAST · SIX DISTINCT SOUND WORLDS

SANDBAR COLLAPSE · POINT-BREAK WIND · SHALLOW-REEF IMPACT
DEEP-WATER FORCE · SHELTERED-WALL RHYTHM · CLIFF ECHO

ROOTED LOCALLY · BUILT COLLABORATIVELY

CALIFORNIA ARTISTS · LIVE PERFORMANCE · FIELD RECORDING · ORIGINAL SCORE · CONTEMPORARY TEXTURE

FROM OBSERVATION TO CONSEQUENCE

SILENCE → IMPACT → RHYTHM → EMOTION → RELEASE

SONIC PRINCIPLES · OCEAN IMMERSION · CULTURAL COLLABORATION
BOARD IMPACT · WIND · BREATH · RESTRAINT · THE FINAL HORN

THE SCORE GUIDES THE EMOTION. THE OCEAN TELLS THE TRUTH.

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SAFETY AND DUTY OF CARE



THE OCEAN SETS THE RISK. RESPONSIBLE PEOPLE SET THE LIMITS.

SWELL places contestants in powerful and changing conditions, but danger is never manufactured for entertainment. One consolidated regional safety command supports the California season, while every surf arena receives its own operating plan covering currents, seabed, access, rescue positions, communications, medical response and evacuation.

Local surfers, lifeguards, harbor professionals, water-safety specialists and coastal residents contribute knowledge that cannot be replaced by foreastding alone. Their understanding of tides, wind, reefs, sandbars, kelp, currents and access routes informs decisions before production or competition enters the water.

Dedicated water-safety teams, qualified medical support and continuous weather assessment remain independent of Competitive and production pressure. Conditions can delay, modify or cancel a heat. No schedule, image or dramatic outcome takes priority over a person's safety.

Duty of care continues beyond the water and into the contestant village. Private accommodation, rest and recovery, confidential mental-health support, safeguarding, fatigue manageeient and respectful working practices protect contestants throughout competition and elimination. Asking for help—or choosing not to compete—must never become a strategic disadvatatnge.

ONE REGIONAL COMMAND · SIX ARENA-SPECIFIC PLANS

REGIONAL COMMAND · WATER-SAFETY TEAM · MEDICAL SUPPORT · WEATHER AUTHORITY · EMERGENCY TRANSPORT

EVERY BREAK IS ASSESSED INDEPENDENTLY

CURRENTS · SEABED · ENTRY AND EXIT · RESCUE POSITIONS
COMMUNICATIONS · MEDICAL ACCESS · EVACUATION · WEATHER LIMITS

SAFETY OVERRIDES COMPETITION

ASSESS → AUTHORIZE → MONITOR → MODIFY OR STOP

ENHANCED ENDGAME CONTINGENCY

SECONDARY ACCESS · REDUNDANT COMMUNICATIONS · ADDITIONAL WATER COVER · EVACUATION PLAN

CONTESTANT-VILLAGE DUTY OF CARE

PRIVATE ACCOMMODATION · REST AND RECOVERY · CONFIDENTIAL MENTAL-HEALTH SUPPORT · SAFEGUARDING · FATIGUE MANAGEMENT

NO WAVE IS WORTH *OVERRIDING THE PEOPLE RESPONSIBLE FOR SAFETY.*

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ENVIRONMENTAL AND COMMUNITY COMMITMENT



LEAVE THE HOST COAST STRONGER THAN THE PRODUCTION FOUND IT.

SWELL enters California's Pacific coast through locally led partnerships. Community organizations, surfers, harbor professionals, environmental stewards, Tribal Nations and authorized representatives, and public authorities help determine where production can operate, how access should be managed and which coastal priorities require meaningful support.

One host region allows responsibility to continue across the entire season. Relationships deepen, environmental performance can be monitored over time and production remains accountable to the same partners after cameras move from one surf arena to the next.

Responsible filming means reducing pressure rather than merely documenting it. Fewer long-distance relocations, reusable systems, careful access routes, local crews, regional suppliers and transparent waste practices limit the production footprint while protecting reefs, dunes, tide pools, working shorelines and community access.

The contestant village uses controlled siting, reusable systems, responsible wastewater servicing, shore-power or approved low-emission energy, waste tracking and water-conservation practices.

The commitment continues after filming ends. Equipment, training, restored access, environmental monitoring and direct investment remain with California partners.

The objective is not a temporary gesture for the camera, but practical value controlled by the people who continue caring for the coast.

PRIORITIES DEFINED WITH THE HOST REGION

COMMUNITY PARTNERS · LOCAL AUTHORITIES · SURFERS · HARBOR PROFESSIONALS
TRIBAL NATIONS AND AUTHORIZED REPRESENTATIVES · ENVIRONMENTAL STEWARDS

REDUCE PRESSURE ACROSS THE SEASON

FEWER RELOCATIONS · REGIONAL CREWS · LOCAL SUPPLIERS · REUSABLE SYSTEMS
CONTROLLED ACCESS · WASTE TRACKING · WATER CONSERVATION · HABITAT PROTECTION

ONE REGIONAL COMMITMENT · SIX ARENA PLANS

BEACHES · DUNES · REEFS · TIDE POOLS · ROCKY ACCESS · WORKING HARBORS · REMOTE CLIFFS

FROM CONSULTATION TO LASTING BENEFIT

LISTEN → PLAN → PROTECT → MEASURE → LEAVE VALUE BEHIND

COMMITMENT PRINCIPLES

LOCAL PARTNERSHIPS · COASTLINE PROTECTION · RESPONSIBLE ACCESS
REDUCED FOOTPRINT · FAIR COMPENSATION · SHARED RESOURCES · LASTING BENEFIT

THE COAST IS NOT A SET. THE COMMUNITY IS NOT BACKGROUND.

FORMAT BIBLE · CALIFORNIA

PRODUCTION MODEL

ONE REGIONAL BASE. SIX RESPONSIVE ARENA UNITS.
BUILT AROUND THE OCEAN—NOT A FIXED SCHEDULE.

SWELL operates from one consolidated regional production base responsible for competition integrity, editorial continuity, safety, medical support, contestant welfare, logistics and community coordination throughout the thirteen-episode California season.

A compact mobile arena unit deploys from that base to each of the six surf environments. At every break, the core team works beside experienced California producers, marine specialists, lifeguards, boat operators, technicians, suppliers and community partners with direct knowledge of the area.

The camper-van village remains primarily stationary at the controlled base. Contestants travel to active arenas through production-managed transportation rather than independently driving competition vehicles.

Production offices, equipment storage, post-production support, medical and welfare resources, charging, data management, catering and accommodation remain regionally consolidated. Only the personnel and equipment required for each arena travel to the active competition site.

The schedule follows flexible competition windows. Weather, swell direction, tide, wind, water quality, permits and local access can advance, delay, modify or cancel activity. The production remains prepared without forcing the ocean—or the people working within it—to serve a timetable.

CONSOLIDATED REGIONAL BASE · ONE CONTINUOUS OPERATION
PRODUCTION OFFICE · EDITORIAL · LOGISTICS · SAFETY · MEDICAL · WELFARE · EQUIPMENT · DATA · CATERING · CONTESTANT VILLAGE

MOBILE ARENA UNIT · ONLY WHAT THE ACTIVE BREAK REQUIRES
FIELD PRODUCERS · CAMERA TEAM · WATER TEAM · LOCAL SPECIALISTS · ARENA-SPECIFIC EQUIPMENT

OPERATIONAL FRAMEWORK
ONE PRODUCTION BASE · ONE REGIONAL SAFETY COMMAND · COORDINATED JURISDICTION-SPECIFIC PERMITTING · REGIONAL CREWS · LOCAL SUPPLIERS

RESPONSIVE WORKFLOW THE CONDITIONS SET THE SCHEDULE
FORECAST → ASSESS → DEPLOY → COMPETE → RETURN TO BASE

PRODUCTION PRINCIPLES
REGIONAL BASE · STATIONARY CONTESTANT VILLAGE · MOBILE ARENA UNIT · LOCAL PARTNERS · WATER TEAMS
WEATHER WINDOWS · FLEXIBLE SCHEDULING · REDUCED FREIGHT · RESPONSIBLE MOVEMENT

CONSOLIDATED ENOUGH TO CONTROL. FLEXIBLE ENOUGH TO FOLLOW THE OCEAN.

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AUDIENCE AND POSITIONING

SURF CREDIBILITY. HUMAN STAKES. GLOBAL APPEAL.

SWELL begins with the global surf audience: viewers who recognize the difference between spectacle and genuine ocean intelligence. Technical credibility, respected local voices and world-class conditions give the series authority within the culture it portrays.

Its emotional engine reaches far beyond surfing. Premium-unscripted viewers enter through character, relationships and consequence. Younger adventure audiences discover a world built around risk, adaptation and self-definition, while multigenerational stories invite families to recognize themselves in the competition.

The international cast creates immediate relevance across territories, but the One Host Coast model gives the season an unusually strong sense of place. By remaining within one California Pacific region, the series develops deeper relationships with local communities while revealing how dramatically waves, weather and human experience can change along a single coastline.

California provides a culturally specific world with universal emotional access. Its Pacific geography, working coastal communities and layered surfing traditions distinguish the season without reducing the state to scenery. The ocean is local; the ambition, vulnerability and competitive stakes are understood everywhere.

CORE SURF · PREMIUM UNSCRIPTED · ADVENTURE
INTERNATIONAL · MULTIGENERATIONAL · CROSSOVER



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WHY SWELL — WHY NOW

THE OCEAN HAS CHANGED THE QUESTION.

Audiences have seen competitions built around familiar advantages: youth, reputation, specialization and visibility. SWELL asks a more relevant question—who can adapt when experience, culture, conditions and consequence refuse to become predictable?

The series brings generations into the same competitive space without treating age as either a weakness or a sentimental virtue. It places Local Knowledge beside elite performance and transforms community participation from decorative background into information that can change the result.

At a moment when audiences recognize manufactured conflict from the first dramatic pause, SWELL finds tension in something real: an ocean that cannot be scripted. Credibility draws the surf audience. Character, vulnerabiity and transformation invite everyone else.

The One Host Coast model makes that promise more focused. Six distinct surf arenas reveal how radically waves, weather, access and local understanding can change within the Los Angeles–Ventura coastal corridor. The contestants travel less, but they must observe more deeply, build stronger relationships and repeatedly surrender the illusion that they have mastered the coast.

The shared contestant village extends that continuity beyond competition. Daily routines, recovery, cultural exchange and unresolved relationships remain observable between arenas, creating an intimate human story without manufacturing conflict or sacrificing contestant privacy and welfare.

Concentrated production supports longer competition windows, deeper community partnerships and greater responsiveness to changing conditions. The result preserves cinematic scale and international relevance while giving the season a stronger sense of place, purpose and authenticity.

Final arenas remain subject to scouting, coastal access, community consultation, jurisdictional approval, permits and water-safety authorization.

ADAPTABILITY · GENERATIONS · COMMUNITY · CREDIBILITY · OCEAN INTELLIGENCE · CONSEQUENCE

FRANCHISE STRATEGY

SIX SEASONS IN CALIFORNIA

ONE FLAGSHIP REGION. AN OCEAN THAT NEVER REPEATS ITSELF.

SWELL — Season One: California establishes the Los Angeles–Ventura coastal corridor as the home of the flagship series. The format is designed to return to California across six seasons, building deeper relationships with coastal communities, local experts, production partners and audiences.

Each season introduces sixteen new international surfers and a new competitive journey across six arena configurations. Seasonal swell, tides, wind, sand movement, access and water conditions continually transform the coast. Returning to California does not mean repeating the same competition.

Arena selections and configurations may evolve from season to season. Locations may return under materially different conditions, while newly approved beaches, points, reefs and open-water environments may enter the format following scouting, consultation, access approval, permitting and water-safety authorization.

The recurring California base creates production continuity, stronger regional partnerships, accumulated coastal knowledge and an enduring relationship between SWELL and its host communities.

6 CALIFORNIA SEASONS · 96 INTERNATIONAL SURFERS · 78 EPISODES · 6 CHAMPIONS

EACH SEASON · 16 SURFERS · 6 ARENA CONFIGURATIONS · 13 EPISODES · 1 CHAMPION

Illustrative six-season flagship plan. Future seasons remain subject to commissioning, financing, access, community consultation, jurisdictional approvals, permits and production feasibility.

THE COAST REMAINS. THE CONDITIONS, CONTESTANTS AND STORY NEVER DO.



FRANCHISE STRATEGY

FRANCHISE POTENTIAL

ONE FORMAT. DISTINCT REGIONAL EDITIONS.

California is the production home of the SWELL flagship—not a limitation on the format's reach. Once established, the competition engine may support separately commissioned, co-produced or licensed regional editions.

A future SWELL Hawaii, SWELL Morocco, SWELL France or another authorized edition would have its own host region, communities, Local Knowledge, production structure and environmental responsibilities while preserving the recognizable SWELL competition engine.

Each edition remains geographically concentrated: one season, one host region, six responsive surf arenas and one champion. Regional editions are not extensions of the California season. They are distinct productions developed with qualified local partners and appropriate cultural, community, regulatory and water-safety leadership.

SWELL
MASTER COMPETITION FORMAT

SWELL — CALIFORNIA
FLAGSHIP SERIES · CONTINUING PRODUCTION HOME

SWELL HAWAII
POTENTIAL REGIONAL EDITION

SWELL INTERNATIONAL REGIONAL EDITIONS
SEPARATELY COMMISSIONED · CO-PRODUCED OR LICENSED

ONE HOST REGION · 16 INTERNATIONAL SURFERS · 6 SURF ARENAS · 13 EPISODES · 1 CHAMPION

NEW COAST · NEW COMMUNITIES · NEW CONDITIONS · ONE RECOGNIZABLE COMPETITION ENGINE

All future regional editions are conceptual opportunities only and remain subject to rights agreements, commissioning, financing, qualified local partnerships, cultural and community consultation, access, permits, regulatory approval, water-safety authorization and production feasibility.

BUILT IN CALIFORNIA. DESIGNED FOR REGIONAL EXPANSION.

CREATOR'S VISION

CREATOR'S STATEMENT

AIRAM CORDIDO — CREATOR

THE SURFING CREATES THE TEST. THE PEOPLE CREATE THE STORY.

I created SWELL because I wanted to see a surf competition in which experience, instinct, culture and character mattered as much as athletic power. Too often, the people surrounding the sport are reduced to familiar types while the places they visit become beautiful background. This series begins from a different belief: every surfer and every person who understands the water carries knowledge capable of changing the result.

The One Host Coast model makes that belief more intimate. Sixteen surfers arrive from sixteen countries, but the season does not rush through California in search of postcard variety. It remains long enough to discover how profoundly one Pacific region can change from break to break—and how much remains invisible until local people choose to share what they know.

An exposed beach, a wind-shaped point, a technical reef, a powerful outer break, a sheltered wall and a remote final arena do not ask the same questions. Mastery at one does not guarantee safety at the next. Familiarity grows, but certainty does not. The contestants must learn when experience can guide them and when it has become an assumption they need to abandon.

SWELL brings women and men from different generations into the same competitive space without deciding in advance whose moment has passed or whose future matters most. A young prodigy can learn patience from a veteran. An unknown surfer can defeat a champion. A local voice can reveal what technology and reputation cannot.

By remaining within one host coast, the series can build relationships rather than collect encounters. California surfers, lifeguards, shapers, harbor workers, environmental stewards and coastal families become recurring voices with their own authority, humor and perspective. The contestants do not simply receive information; they earn trust and learn that generosity, curiosity and respect are also forms of ocean intelligence.

The camper-van village gives those relationships a home. The contestants do not disappear into separate hotels after each heat. They return to shared routines, private reflection and an evolving social world where trust, tension and cultural exchange continue between arenas.

The ocean provides something unscripted television frequently promises but rarely posseses: genuine uncertainty. It does not care about fame, followers or the story production expected to tell. It rewards attention, humility and the ability to change. That is what makes SWELL more than a surf contest. It is a competition about how people respond when the world refuses to adapt to them.

THE OCEAN DOES NOT FOLLOW THE SCRIPT.





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