

# BAYWATCH

## Season 1

The world's most iconic lifeguards are back. Along Southern California's sun-drenched coast, a new Baywatch team dives into high-stakes rescues, tangled relationships, and adrenaline-charged heroics. With their signature red suits, heart-pounding action, and the beachside drama that once captivated millions, they bring a fresh mission to protect SoCal's shores. The show is a positive, upbeat portrayal of everyday heroes doing what's right...and looking amazing while they do it!

### Opportunities:

- In-show Integration & Placement
- Custom Content
- Co-Marketing
- Experiential Activations
- Social & Digital Extensions

### Production:

Fremantle  
FOX Entertainment  
Timing: March – July 2026  
Location: Los Angeles, CA

### Airing:

2026-2027 Season

### Talent:

Stephen Amell  
David Chocachi  
Jessica Belkin

