

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

Location: Los Angeles, CA

Timing: March – July'26

Airing

2026-2027 Season

Talent

Stephen Amell

David Chocachi

Jessica Belkin

