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TODD SAMPSON'S
why?

Todd Sampson's Why?

The closer you look, the stranger it gets – a captivating journey into the lives we choose



'Why?' is the first question we ask - our way of understanding. This eye-popping new series dives headfirst into extraordinary worlds – uncovering the bold, surprising and deeply human reasons behind the lives people choose to lead.

Guided by host Todd Sampson, *Why?* takes audiences on an emotional rollercoaster, exploring subcultures from the bizarre to the profound.

Armed with one question, Todd immerses himself into their lives, experiencing their world from the inside out.
Shocking, funny, and occasionally dangerous, the series dives headlong into the moral grey areas we all inhabit – and does so without judgement.

Some 'whys?' may hard to swallow and some never fully answered.

Why? isn't just a television series – it's a captivating ride into the heart of human curiosity and the threads that connect us all.

PRODUCTION DETAILS

GENRE
FACTUAL ENTERTAINMENT

EPISODES & DURATION
S1: 4 X 30' AVAILABLE NOW | S2: 4 x 30'

PRODUCTION COMPANY
BALTIMORE FILMS

TX DATE
S1: 24 FEB 2026 | S2: 2027 TBC

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Season 1: Episodes



EPISODE 1: DONOR DADS

One prolific sperm donor has fathered more than 200 children worldwide. Todd meets the women who have chosen him and explores the motivations behind private donation, from altruism to personal legacy, uncovering the complex questions of identity, biological connection and belonging that follow.



EPISODE 2: DOOMSDAY PREPPERS

Inside a Texas family's preparations for societal collapse, Todd discovers fortified shelters, stockpiled supplies, weapons training and carefully rehearsed escape plans. As the family prepares for everything from economic collapse to catastrophic disaster, he investigates where practical preparedness ends and an all-consuming need for control begins.



EPISODE 3: ALIEN CHURCH

Todd joins members of the Aetherius Society, a religion founded on the belief that advanced extraterrestrial beings guide humanity's spiritual development. During Operation Prayer Power, he witnesses followers channeling energy through prayer, exploring a faith that places cosmic intelligence at the centre of human existence.



EPISODE 4: BASE JUMPERS

Todd joins BASE jumpers and extreme climbers in Canada and Utah, witnessing a sport where a single mistake can be fatal. As he confronts his own response to extreme heights, he discovers why participants describe the experience not as courting death, but as feeling intensely alive.

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Season 2: Episodes



EPISODE 1: WAR PHOTOGRAPHER

In Ukraine, Todd joins Giles Duley, a photographer and humanitarian who lost three limbs in Afghanistan but returned to document conflict. Travelling through communities devastated by war, they meet people rebuilding their lives and examine how trauma, purpose and compassion can coexist.



EPISODE 2: DOMINATRIX

Todd enters the professional world of Mistress Eva, whose international clientele willingly surrender control through elaborate, consensual power dynamics. From her unconventional career change to the psychology of her clients, he explores the relationships between desire, vulnerability, trust and the boundaries society places around sexual expression.



EPISODE 3: DEATHMATCH WRESTLING

Inside the underground deathmatch wrestling scene, Todd discovers a community where competitors willingly endure spectacular violence, from broken glass to fluorescent tubes. Behind the bloodshed, he finds unexpected solidarity, inclusivity and trust, challenging assumptions about pain, performance and the human need to belong.



EPISODE 4: HUMAN TOWERS

In Catalonia, Spain, Todd follows a young member of Colla Joves Xiquets de Valls as she prepares to climb a traditional human tower. With children scaling structures up to ten people high, he explores a remarkable tradition built on collective trust, childhood courage and parental acceptance of risk.

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Meet Todd Sampson

Todd Sampson is the rare combination of intellect and physical courage – an adventurer, documentary filmmaker and thinker who doesn't just ask big questions, he lives them.

He has trained with the French Foreign Legion in the Amazon, battled on the frontlines of Mosul and Gaza, fought in an MMA cage in New Mexico, summited Everest unguided, lived with nomadic tribes in Mongolia and Siberia, and off camera led as a top-ranked CEO and co-created the global phenomenon Earth Hour.

Originating from Canada, Todd has created, produced and hosted a slate of award-winning factual series including *Redesign My Brain*, *Body Hack*, *Life on the Line* and *Mirror Mirror*, which have been seen on platforms locally including the **ABC** and **Network 10**, plus around the world on **Apple TV, Discovery Channel, Prime Video** and more.

As the *Sydney Morning Herald* noted, Todd sits comfortably alongside the great documentary storytellers of our time – as well as contemporaries including Louis Theroux and Stacey Dooley.

TikTok



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Todd Sampson
Creator’s Statement

‘We now live in a polarised world, quick to judge and slow to understand. Why? is our attempt to move in the opposite direction.

We weren’t interested in deciding who was right or wrong. My opinion changed constantly. We were interested in trying to understand them.

Everyone in this series – including me – is running from something or toward something. Often both.

Fear, longing, identity, belonging – the currents are different, but the pull is the same.

What became clear is this: when you understand someone’s ‘why’, something shifts.

The stranger across from you becomes recognisable. Judgement falls away. And you realise we’re not so different after all, and how normal strange people really are.’



Season 1: Media Highlights



‘Todd Sampson’s new series takes him to some wild places with people who’ll make you question everything’
– TV Week

‘Resists simple answers – instead, offers insight into the fears, desires and beliefs that quietly drive us all’
– ABC

‘In his new ABC series, he steps further into the unknown’
– The Guardian

‘Explores complex topics with curiosity, clarity and fearless questioning’
– TV Central

‘The Gruen panelist turned fearless documentarian delves into freaky topics in the pursuit of a greater understanding of people’
– Sydney Morning Herald

Best new shows streaming this week: ‘With a light-hearted approach, each episode embarks on a quest to understand the things people do’
– Screenhub

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Season 1: Ratings Performance

Season 1 of *Todd Sampson's Why?* consistently beats the network's own factual benchmarks, delivering:

- **Broad reach:** Strong results with both younger and middle-aged viewers, so no dependence on a single narrow demographic.
- **Metro strength:** Above-benchmark performance in metropolitan areas, where advertiser demand is concentrated.
- **New audiences beyond the loyal core:** Casual viewers turned out in higher numbers than expected, showing the program can pull in new audiences.
- **Shared viewing:** The standout gain came from co-viewing, ideal for brands wanting to reach households watching together.
- **Live advantage:** It outperformed the factual averages for both TV and live broadcast, with the live result strongest; appointment viewing is increasingly rare and valuable.

In the network's Q&D study, audiences rated it highly for both quality and distinctiveness, with viewers pointing to learning something new, novelty and a real 'wow' factor.



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