



ABC
COMMERCIAL
Australian Broadcasting Corporation

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. From Doomsday preppers to BASE jumpers, from pathological sperm donors to members of the Alien Church – armed with just one question, Todd immerses himself into their lives, experiencing their world from the inside out.

Shocking and funny, *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.

FACTUAL ENTERTAINMENT | FORMAT
4 X 30’
BALTIMORE FILMS



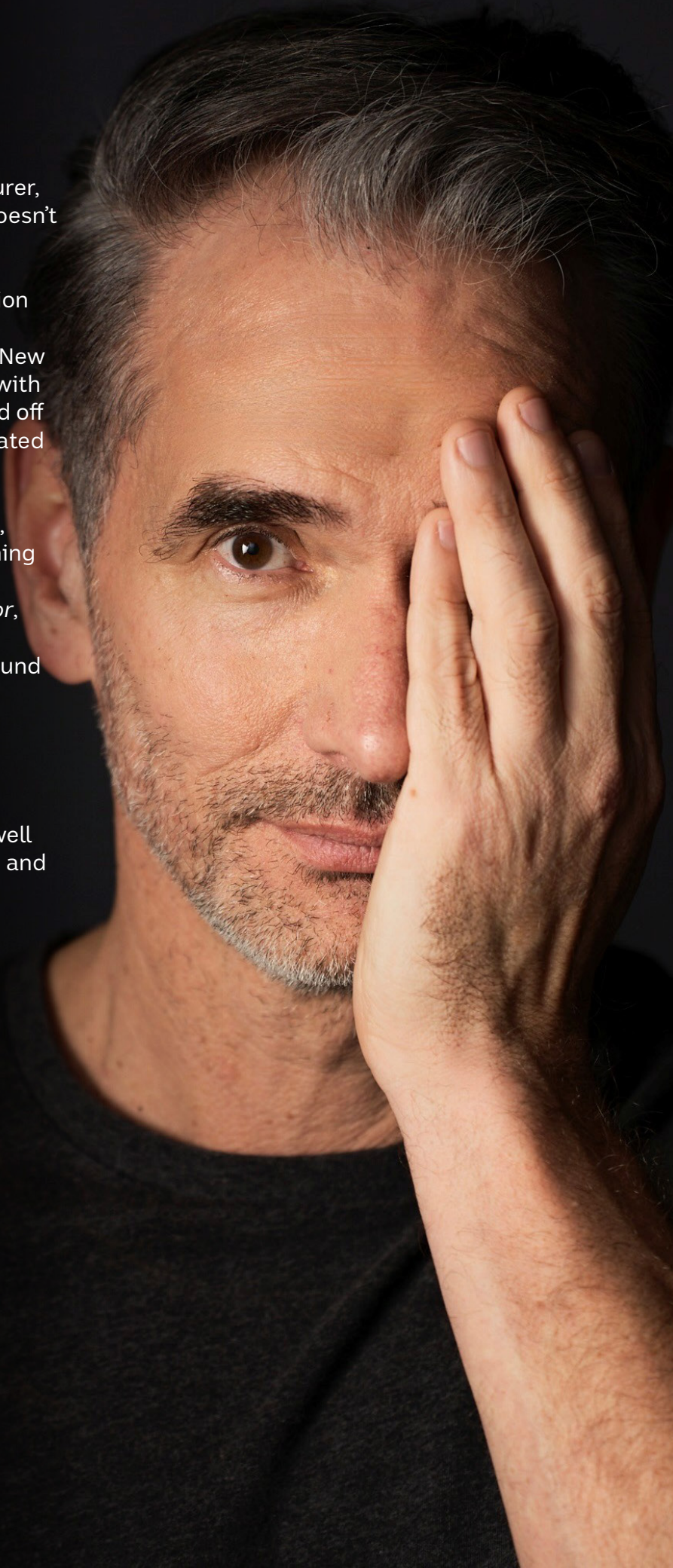
ABOUT TODD SAMPSON

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.



CREATOR'S STATEMENT TODD SAMPSON

"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."



EPISODES



EPISODE 1: DONOR DADS

What happens when one man fathers dozens – even hundreds – of children? This explosive episode dives into the hidden world of super donors and the emotional, ethical and biological fallout of their choices.



EPISODE 2: DOOMSDAY PREPPERS

Inside the secretive world of elite survivalists building bunkers, armies and escape plans, this episode uncovers the fears, fortunes and high-stakes bets driving the race to outlast the apocalypse.



EPISODE 3: ALIEN CHURCH

From UFO revelations to cosmic salvation, this eye-opening journey steps inside a radical alien church, revealing the powerful beliefs, fierce devotion and human longing at its core.



EPISODE 4: BASE JUMPERS

Plunging off sheer cliffs and skyscrapers, adrenaline-fuelled BASE jumpers defy death in seconds-long freefalls – but what pushes them to chase the ultimate rush?

MEDIA ACCLAIM

‘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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