

Apple is developing a drama series based on Kevin Durant's life



Apple is developing a TV drama called *Swagger*, inspired by Kevin Durant's childhood. *Variety* reports that the show will "explore the world of Amateur Athletic Union (AAU) basketball and the lives of the players, their families, and coaches."

The series will be written and directed by Reggie Rock Bythewood, best known for writing the 2009 Notorious B.I.G. biopic *Notorious*, and for creating the recent Fox limited series *Shots Fired*. It will be produced by Imagine Television and Durant's Thirty Five Media, with Durant serving as an executive producer.

The Wall Street Journal reported in August 2017 that Apple would spend \$1 billion on original content in the following 12 months, and announcements of prestige projects like this one have been a regular part of the news cycle ever since. Now, *Swagger* joins a roster that includes – among many others – a reboot of Steven Spielberg's anthology series *Amazing Stories*, a Reese Witherspoon-produced comedy starring Kristen Wiig, a Reese Witherspoon talk show, an HGTV-inspired series about fancy houses, and *See*, an "epic, world-building drama" from *Peaky Blinders* creator Steven Knight and frequent *Hunger Games* director Francis Lawrence.

Correction: *Swagger* is in development and has not yet received a series order. The original headline for this story was unclear, and we regret the error.

<https://www.theverge.com/2018/2/13/17008456/apple-kevin-durant-tv-series-swagger-imagine-television>