

March 25, 2021
Ted Sarandos
Co-CEO and Chief Content Officer
Netflix
cc: Sarafina DiFelice, Original Documentaries at Netflix

Dear Mr. Sarandos,

On March 24, Netflix began to stream *Seaspiracy*, a vegan propaganda film masquerading as a documentary.

We understand that as the owner of the virtual theater you can pick what your viewers are offered to watch and how those pieces are categorised, however in this instance you have made an error. The Merriam Webster defines a documentary as: *a presentation (such as a film or novel) expressing or dealing with factual events: a documentary presentation*. Something this film is clearly not.

Kip Andersen, the filmmaker behind *Cowspiracy* and *What the health?* produced this piece. He is a well-known producer vegan activism films, he is not a documentarian.

While we could go through the litany of the hyperbole, half-truths, mischaracterisations and convenient skips over the truth and actions being taken that are associated with *Seaspiracy*, and Mr. Andersen's previous productions, this would take far longer than a short letter.

Instead, please consider offering viewers a *new* content tab on your streaming service that would more clearly identify these productions. You might label it, for clarity "propaganda." As defined by the Merriam Webster, Propaganda is: *the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person*. An accurate description of film's planned, scripted and prescribed agenda that fails to give even a cursory glance to the ocean preservation activities being undertaken across the globe and the sustainable commercial fishing countries like Australia.

Films like *Seaspiracy* would be a great start for your new "propaganda" content tab, as it is the spreading of a vegan message masquerading as facts about seafood. We understand your business model is to drive views, however it appears you no longer care about facts. So, maybe it *is* appropriate for Netflix to offer viewers a story based on exaggeration, fabrications and conspiracy theories.

Sincerely,



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