# Netflix to release documentary exploring the rise and fall of the Liver King



Netflix is set to release a new documentary titled Untold: The Liver King, which explores the controversial rise and fall of Brian Johnson, a social media influencer known as the Liver King. The film is part of Netflix's Untold Collection, a series that presents diverse stories from the worlds of sport and health. Previous entries in the collection have covered subjects such as Caitlyn Jenner's Olympic journey, the murder of NFL star Steve McNair, and an Australian yacht crew's historic victory ending America's 132-year winning streak.

The Liver King gained notoriety for promoting "ancestral living," a lifestyle that included intense workouts and a raw meat diet, which reportedly extended to consuming animal testicles. He amassed a considerable following by showcasing his impressive physique and advocating the benefits of his unique regimen. However, questions arose about the authenticity of his lifestyle, leading to an investigation in the documentary.

The official synopsis of Untold: The Liver King states: "He built a supplement empire by devouring raw meat on social media. And he had the muscles to prove it. But really, how did the Liver King get so huge?"

Joe Pearlman, director of the documentary, spoke to Netflix about his interest in Brian Johnson. "I wanted to find out more; who he really was and what was really going on," he said. Pearlman described becoming "transfixed" by the influencer and remarked that "the truth was even crazier than I could have possibly imagined." He also reflected on contemporary social media dynamics, stating, “We live in a time when someone can reach hundreds of millions of people without going through any kind of traditional gatekeeping... No background checks: just a phone and a guy. When shock and outrage get views, what are you willing, or even able, to keep doing to stay at the top of the algorithm?”

The trailer for Untold: The Liver King was released on April 22, prompting a mix of reactions online. Some viewers expressed disappointment in Netflix's choice to feature Brian Johnson, with comments such as "Netflix, this might be rock bottom for you," and "I hate that Netflix gave him a platform. So sick." Others responded with surprise or humour, with one user saying, "I was not expecting a Netflix special on the Liver King," accompanied by laughing emojis.

Untold: The Liver King is scheduled to be available for streaming globally on Netflix from May 13. The documentary promises to delve into the complexities behind the influencer’s persona and the broader implications of social media fame.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.imdb.com/news/ni65246031/> - This article introduces Brian Johnson, known as the Liver King, and discusses the upcoming Netflix documentary titled Untold: The Liver King, which explores his rise to fame and scandals. It also mentions the documentary's director, Joe Pearlman, and his fascination with the Liver King's story.
* <https://theviewersperspective.com/2025/04/22/netflix-releases-official-trailer-for-untold-the-liver-king-premiering-may-13/> - This link provides information about the release of the trailer for Untold: The Liver King and its upcoming premiere on Netflix on May 13. It details the documentary's focus on the Liver King's rise and fall.
* <https://www.liverking.com/netflix-film> - This official Liver King website page announces the upcoming Netflix documentary about Brian Johnson. It mentions the documentary's exploration of the Liver King's lifestyle and influence, as well as a steroid scandal involving him.
* <https://www.noahwire.com> - The original article source provides background on the Netflix documentary Untold: The Liver King and discusses its themes, including Brian Johnson's promotion of 'ancestral living' and the questions surrounding his lifestyle's authenticity.
* <https://en.wikipedia.org/wiki/Untold_(Netflix)> - Unfortunately, this URL needs to be replaced due to the lack of specific details about the Untold: The Liver King documentary in the initial search results. However, it generally supports the existence and diverse themes of Netflix's Untold Collection, which includes stories about sports and health.