# Netflix's Untold: The Liver King documentary sparks mixed reactions



Netflix's latest documentary, Untold: The Liver King, set to premiere on May 13, has sparked significant reaction following the release of its trailer on April 22. The film is the newest entry in Netflix's Untold Collection, a series dedicated to exploring compelling stories from the realms of sport and health.

Previous documentaries in the collection have covered diverse topics such as Caitlyn Jenner's Olympic journey, the murder of NFL star Steve McNair, and the victory of an Australian yacht crew that ended America's 132-year winning streak in a racing competition.

This latest instalment focuses on Brian Johnson, widely known as the "Liver King," a social media influencer renowned for his promotion of "ancestral living." His lifestyle, which includes intensive workouts and an unconventional raw meat diet extending to the consumption of animal testicles, earned him a substantial following online. Alongside this, he built a supplement empire, leveraging his physical appearance and unique dietary approach.

The documentary’s official synopsis 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?"

Director Joe Pearlman spoke about his fascination with Johnson, saying he became "transfixed" after first encountering him and wanted to uncover more about the man behind the persona. In an interview with Netflix, Pearlman revealed, "The truth was even crazier than I could have possibly imagined." He added, "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’s release has elicited mixed responses from viewers. Some expressed disappointment, with one commenter stating, "Netflix, this might be rock bottom for you," and another expressing disdain: "I hate that Netflix gave him a platform. So sick." Others reacted with amusement, one writing, "I was not expecting a Netflix special on the Liver King," accompanied by laughing emojis. Another user joked about hoping for a documentary on other notable internet phenomena, asking, "We ever gonna get one of these documentaries about that Scottish Wonka fiasco?"

Untold: The Liver King will be available to stream globally on Netflix starting May 13, continuing the series' trend of delving into unconventional and controversial figures within sports and health.

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

## Bibliography

1. <https://www.youtube.com/watch?v=Idi-wps8V5o> - This URL links to the official trailer of Untold: The Liver King on Netflix, confirming the trailer release date of April 22 and showcasing the Liver King's promotion of a raw meat diet and his muscular physique, as stated in the article.
2. <https://media.netflix.com/it/only-on-netflix/81725537> - This Netflix Media Center page provides the official documentary synopsis and details about the film Untold: The Liver King, including its focus on Brian Johnson's rise to fame and supplement empire through ancestral living and raw meat consumption.
3. <https://theviewersperspective.com/2025/04/22/netflix-releases-official-trailer-for-untold-the-liver-king-premiering-may-13/> - This article confirms the documentary's premiere date as May 13, 2025, its length (65 minutes), and director Joe Pearlman's involvement, supporting information about the film's exploration of the Liver King's lifestyle and the steroid scandal.
4. <https://www.imdb.com/news/ni64822550/> - This IMDb news article corroborates that Joe Pearlman is the director of the Liver King documentary, produced by Bitachon 365 and Candle True Stories, and highlights the steroid scandal and Brian Johnson's public apology, matching the article's claims about controversy and backlash.
5. <https://www.thebiglead.com/netflix-drops-official-trailer-ridiculous-liver-king-documentary-coming-may> - This Big Lead article discusses Netflix's release of the Liver King documentary trailer and public reactions, reflecting the mixed responses and some negative viewer comments mentioned in the article.
6. <https://media.netflix.com/en/only-on-netflix/81186336> - This Netflix media page for the Untold Collection confirms that the series features diverse sports and health stories, including previous documentaries on Caitlyn Jenner and Steve McNair, supporting the article's background on the collection's thematic scope.
7. <https://www.getsurrey.co.uk/news/celebs-tv/netflix-liver-king-documentary-release-31490631> - Please view link - unable to able to access data