



HAS#TAG HOMICIDE

6 x 60'

BIG
MEDIA

ONLINE SLEUTHS SHATTER TRADITIONAL CRIME-SOLVING NORMS AND REVEAL THE KILLERS USING SOCIAL MEDIA TO PLAN, COMMIT, AND HIDE THEIR CRIMES...

In the 21st century, **4.9 billion people** around the globe use some form of social media, making it the perfect place to commit, solve and document true crimes. HAS#TAG HOMICIDE will put a spotlight on murder cases that were solved either by online sleuths or the incriminating evidence left behind on the victim or perpetrator's social media profiles. Across six episodes viewers will be taken on a journey from the first like, post, tweet or comment right through the events that led up to the crime, the investigation and the conclusion of these captivating yet tragic true crime stories. Working alongside online sleuths to solve the crime and with the detectives on the case as they pieced the crime together. Step by step, the audience will discover how social media helped solve the crime.

Each episode will uncover a unique story and the impact social media had on the case. From the internet sleuths who helped solve the **Petito Case** to the messages found on Grindr resulting in Stephen Port's life imprisonment and the vital evidence discovered on a victim's phone in the recently solved **Delphi Snapchat Murders**. Across six episodes, each case will establish our victim as a real person with a life lived both digitally and socially and how the intersection of those worlds contributed to and helped solve the unforgivable crimes committed against them.





STYLE

HAS#TAG HOMICIDE will look right across the digital touchpoints of each case to uncover how social media has become the perfect place to commit, solve and document murder. We try to avoid the classic cases of internet stalking and look at how all types of murders - for revenge, for profit, for love - can be executed and solved by our increasing digital existence.

To tell each story we will have access to leading experts in cyber security and online crime and criminal psychology who will delve into each case step by step. Revealing how social media played a central role in these crimes - from how they were committed, the incriminating evidence found to how it was used to solve the cases. This will be complemented by access to the social media posts relevant to each case represented on screen with elegant graphics and stylized b-roll which will help viewers delve deeper into the case and the participants therein. We will secure interviews with leading criminologists and criminal journalists who will be able to give a step-by-step account of each captivating yet tragic case and show how online behaviours can be the one piece of evidence that solves the crime.



EPISODE STRUCTURE

Act One:

The first act of the episode will establish the relationships within these cases; whether that be between the victim and the perpetrator or the victims themselves. It will also establish where they were in their life and the lead-up to their or the murder while also introducing the social media aspect of the case.

Act Two:

The second act of the episode is where the investigation commences, with our case experts breaking the investigation down step by step. Establishing clear ties between the case and social media.

Act Three:

The final part of the episode will reveal how the case concluded, where it is now and surmise how social media solved the case.

SERIES OVERVIEW

Episode 1:

USA - The Petito Case. An Instagram-influencing road trip by a young couple glamorising #vanlife takes a tragic turn, resulting in one missing girlfriend and a boyfriend on the run, leading to a slew of amateur cyber detectives to raise the alarm and solve the crime.

Episode 2:

UK - One of the UK's most notorious serial killers, Stephen Port, used dating app Grindr to lure in victims. The incriminating evidence found on his phone led to life imprisonment with a whole life order in 2016.

Episode 3:

USA - Delphi Snapchat Murders. In 2017, two young girls' walk on the Delphi Historic Trails in Indiana turned tragic, when their bodies were discovered the following day. Snapchat recordings found on one of the girl's phones captured her own killer; vital evidence in a case that took its first suspect into custody on Halloween 2022.





SERIES OVERVIEW: CONTINUED

Episode 4:

Canada/UK - After speaking online with Jack Sepple for seven years, 19-year-old Mormon, Ashley Wadsworth, left Canada to start a life in the UK with Sepple. Mere months later she was murdered. When police forced entry into Sepple's home he was found filming a confession, the apology video addressed to Ashley's sister. He was jailed for a minimum of 23 and a half years.

Episode 5:

Northern Ireland/UK - Just this year Stephen McCullagh hosted a six-hour live stream to his 37,000 Youtube subscribers, believing it to be the perfect alibi for the murder of his pregnant partner Natalie McNally. Further investigations revealed the footage had been pre-recorded, foiling McCullagh's cover-up and finding him charged with murder.

Episode 6:

Germany Doppelganger Murder. In 2022, 23-year-old German-Iraqi Shahraban K. went to incredible lengths to fake her own death and start a new life. On Instagram, she sought out her own beauty blogger doppelganger - Khadidja O. Mere months later Khadidja's body was then found in the trunk of Sharaban's Mercedes.

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