

THE FEED

"The system isn't broken. It's watching."

A brilliant Black tech entrepreneur moves into an exclusive, seemingly idyllic smart-home community, only to discover its advanced security system is a sophisticated tool for racial profiling, forcing him to fight back against the insidious surveillance built into the very foundation of his new life.



The Film Overview

The Feed is a timely, socially resonant thriller blending high-stakes drama with real-world technological anxieties.

With gripping suspense, powerful emotional arcs, and a provocative central mystery, the series explores the intersection of **race, privacy, and power** in a world ruled by data.

Designed for Lifetime audiences craving bold, smart storytelling with heart, **The Feed** balances edge-of-your-seat paranoia with deeply human stakes.



Smart home surveillance systems are becoming increasingly sophisticated, raising questions about privacy and bias.

Character - Malik Johnson

Malik Johnson (30s) is a charismatic, visionary tech founder hoping to redefine home security with his startup NiaLink.

He begins the series confident and optimistic, but becomes disillusioned, then enraged, then inspired to fight back.

Malik is the emotional and intellectual heart of the show.

💡 Visionary

🧠 Brilliant

⚡ Charismatic

👊 Determined

🔧 Tech Innovator



John David Washington



Stephan James

“I built this to protect people, not to control them.”

Character - Lexi & Mrs. Ellison

Lexi (16)

Malik's bold, **Gen Z cousin from East Oakland**. She's observant, unfiltered, and unafraid.

Her presence exposes the neighborhood's quiet hostility and triggers Malik's transformation.

- 👁️ Observant
- 💬 Unfiltered
- 🛡️ Fearless
- 💻 Tech-Savvy



Demi Singleton



Storm Reid

Mrs. Ellison (70s)

A widowed **former civil rights activist** who lives quietly in the neighborhood.

Initially mysterious, she becomes a crucial ally and moral compass, guiding Malik toward rebellion and legacy.

- 🕒 Experienced
- 🧠 Wise
- 🗺️ Guiding
- ✊️ Activist



Jane Alexander



Margo Martindale

Character - Bryce, Tasha, HOA

Bryce (30s)

Malik's white co-founder. Profitable, polished, and blind to systemic issues. He dismisses Malik's fears, representing microaggressions and complicity.

- \$ Profit-Driven
- 👁️ Oblivious
- 👤 Co-Founder

Tasha (30s)

Malik's girlfriend. Her departure signals the toll Malik's fight is taking. She adds emotional resonance and cost.

- ❤️ Supportive
- ⚖️ Conflicted
- 🕒 Pragmatic

The HOA / Residents

A Stepford-like collective of affluent, mostly white tech homeowners. Beneath the pleasantries lies deep-seated prejudice cloaked in apps, policy, and "safety."



Nicholas Braun



Jurnee Smollett

“It's not about race, Malik. It's about metrics and safety.”

Tonal & Thematic Pillars



Psychological Suspense

Surveillance, isolation, and gaslighting create a mounting sense of paranoia. The series builds tension through the unseen threats lurking within seemingly benign technology, creating a constant feeling of being watched.



Social Commentary

Racial profiling, AI bias, and data weaponization expose how technology can reinforce systemic inequalities. The series examines how algorithms encode prejudice and how "neutral" systems perpetuate discrimination.



Empowerment

Resistance through tech, legacy, and protest shows how individuals can reclaim power. The series demonstrates how the tools of oppression can be repurposed as instruments of justice and community building.



Modern Relevance

Smart-home culture, gentrification, and privacy erosion reflect contemporary anxieties. The series grounds its narrative in real-world technological developments and social trends that resonate with today's audiences.

Act I - The Move-In

Act I

- 1 Malik arrives on **Magnolia Lane**, the first Black homeowner in a smart, exclusive community.
- 2 He's welcomed with smiles and a **drone** that follows him through the neighborhood.
- 3 Quickly, offhand comments and digital "**glitches**" hint at something darker beneath the surface.
- 4 When Lexi is flagged as a **threat**, Malik begins to see the system not as protection—but as a weapon.



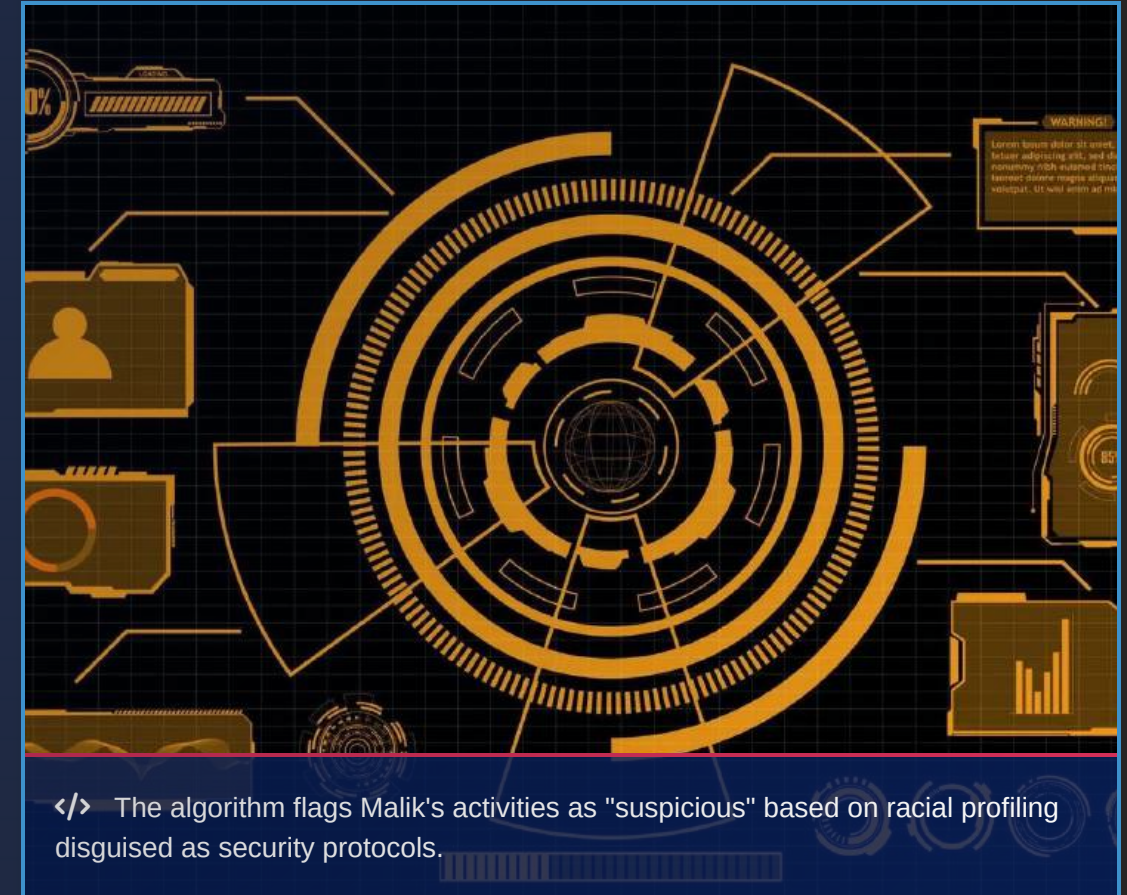
Act II - The Grid

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Malik uncovers **coded bias** within the neighborhood's surveillance algorithm. What appeared as glitches reveal a systematic pattern.

- He's **gaslit** by his co-founder, who dismisses his concerns as paranoia.
- Monitored** by neighbors through push-notifications and manipulated footage.
- A violent "**wellness check**" ruins a celebration, exposing the system's true purpose.
- Malik realizes the entire system is built around **controlling him**.

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</> The algorithm flags Malik's activities as "suspicious" based on racial profiling disguised as security protocols.

“It's not a glitch in the system. It is the system.”

Act III - Reclaim the Feed

ACCESS_GRANTED

Act III

With help from Lexi, hackers, and Mrs. Ellison, Malik **hacks the HOA's party** and exposes the neighborhood's secrets.



He **broadcasts hidden surveillance footage**, police bias, and historical data.



Malik **reclaims the network**, turning the surveillance system against its creators.



He demands **community reparations** and accountability for the discriminatory practices.



Transforms his home into a **tech incubator for equity**, creating a new model of community security.

RECLAIMING_CONTROL



Malik reprograms the neighborhood's surveillance drones to expose the truth, turning tools of oppression into instruments of justice.

“They built this system to watch us. Now we're watching back.”

Visual Style & Branding

Color Palette



Deep Blue Tech Blue Accent Red Dark Gray White

Cold tech blues vs. warm natural hues create tension between technology and humanity.

Imagery



Smart homes, Ring cameras, drones, and glitch overlays create a world of constant surveillance.

Typography

Clean, Modern Sans-Serif

With subtle "lens" or "eye" motifs

Roboto and Open Sans fonts maintain readability while reinforcing the tech aesthetic.



Mood Progression



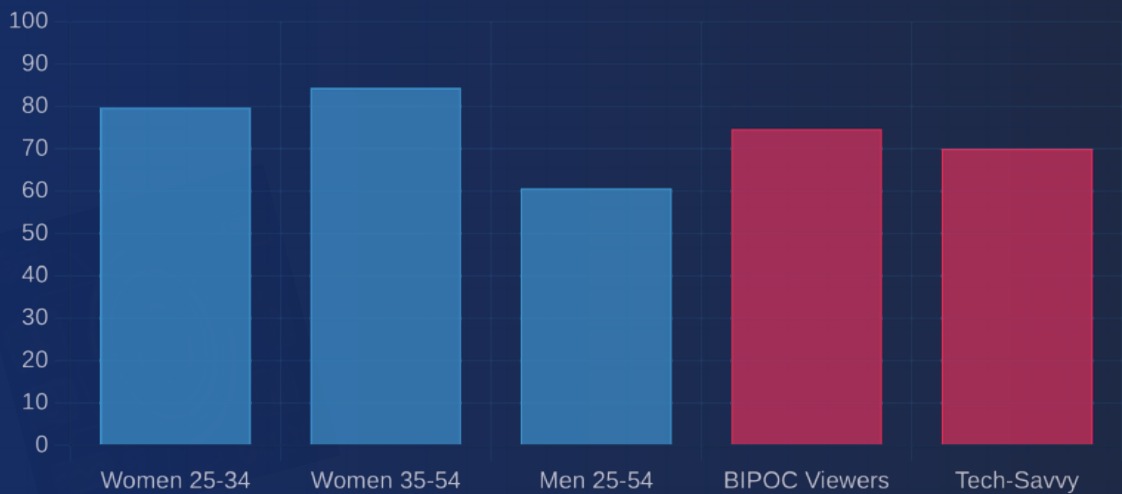
Visual journey from cold isolation to chaotic revelation to sunrise hope.

Target Audience & Platform Fit

Lifetime and sister networks thrive on emotional, topical storytelling.

The Feed offers suspenseful drama with a conscience, rooted in modern fears. Perfect for viewers 25–54, especially women and BIPOC audiences who engage deeply with issues of identity, justice, and community.

-  Core demographic: Women 25-54 with strong interest in social issues
-  Aligns with Lifetime's shift toward premium thriller content
-  High social media engagement potential around tech ethics themes



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 Behind the perfect facades of suburban communities lie complex social dynamics that resonate with Lifetime's audience.

“Stories that reflect real concerns in a compelling format.”

Why NOW?

As AI and surveillance tech rapidly enter our homes, questions of **bias and control** grow louder. The Feed dramatizes this conversation with thrilling stakes and urgent humanity.

In an era where "the algorithm" is both god and villain, this story strikes a **powerful cultural nerve**.

🏠 Smart Home Explosion

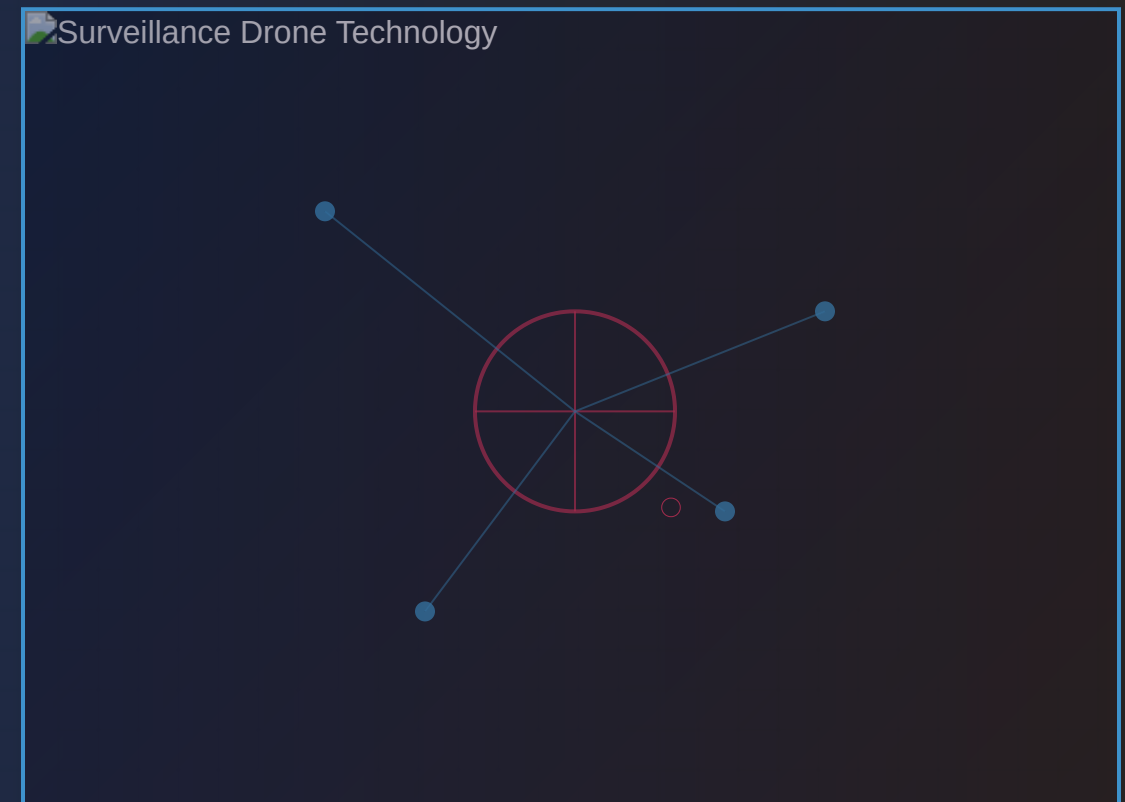
Smart home technology market projected to reach \$135 billion by 2025, raising critical questions about privacy and data collection.

🤖 AI Bias Recognition

Growing awareness of algorithmic bias in facial recognition, lending, hiring, and security systems that disproportionately impact communities of color.

👥 Audience Demand

Viewers increasingly seek socially relevant thrillers that blend entertainment with meaningful commentary on contemporary issues.





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Final image: Malik on the rooftop at sunrise, free and powerful, a new feed streaming from his own lens.