



SHARENTING

Limited TV series pitch
© Martin Cuff, All Rights reserved

THE SERIES

- Format: 4 x Episode Limited Series
- Genre: Psychological Thriller, Crime Drama, Closed Room Mystery, Family Drama
- *Gone Girl* meets *Unforgotten* - with the gritty realism of *Mystery Road*, *The Dry*, *Scrublands*.
- Rights: © Martin Cuff – All Rights Reserved
- Based on the novel: *Sharenting* by Martin Cuff
- www.martincuff.com

LOGLINE

Elodie, the teenage daughter of internet travel influencers, has spent her whole life being "sharented" - made to perform online.

When she emerges as the sole survivor of a brutal massacre, she is hailed as a national heroine - until a junior detective realises that Elodie's story may have been made for the cameras.

SHARENTING

- Sharenting is the practice of parents sharing their children's lives on social media for audiences and income.
- One in four children in the Western world has a social media presence before they are born.
- The most successful family channels generate between eight and ten million dollars a year, with individual sponsored posts commanding fees of up to two hundred thousand dollars.
- The children at the centre of these channels have no legal right to consent to being filmed, no guaranteed claim on the money their image generates, and in most countries no mechanism to have content removed once it is posted.
- The impact on the mental health of children that have been sharented is only just being understood



Good
Morning

from the wild with us bunch



Wild With Us

PRODUCTION CONCEPT

- Geographically flexible production - core locations exist in many countries.
- Contained locations – small town, city hotel, guest farm.
- Potential foreign co-pro with key characters.
- Potential for colourblind casting
- Designed for international co-production and streaming platforms.
- Excellent Transmedia Marketing / Revenue Potential

AUDIENCE

- The series sits within the growing global demand for intelligent crime dramas such as *Mystery Road*, *Scrublands*, *The Dry*, *Broadchurch*, *Unforgotten* and *Mare of Easttown*, where a crime gradually reveals deeper truths about character, belief and perception.
- The primary audience is adult viewers aged 25–54, particularly those drawn to psychological thrillers and investigative drama. At the same time, the themes of online identity and influencer culture broaden the show's relevance to younger audiences familiar with the realities of life lived on social media.

SYNOPSIS

Elodie le Clos has grown up under 'sharenting': her life broadcast online by her parents. A cycling trip across remote Australia intersects with escaped prisoners and in an ensuing night of violence, six people are left for dead. Elodie is the only survivor.

All investigations lead the police to blame the escaped prisoners for the carnage, except Det. Constable Mia Rankin, who finds inconsistencies in Elodie's camera-ready story.

EPISODES



Episode 1

Elodie le Clos (15) has grown up online. From the age of five she has been the smiling star of Wild With Us, the hugely successful travel channel run by her parents Christine and Jean-Fred. What looks like a carefree childhood slowly reveals itself as something carefully staged: emotions coached, moments repeated, identity shaped for an audience.

Elodie travels across Australia with her parents filming another episode. In the small outback town of Mount Robards tensions emerge: Jean-Fred's cryptocurrency scheme is collapsing, their technician Himesh demands unpaid wages, and Elodie retreats into true-crime videos.

Nearby, three prisoners escape during a violent ambush. Hours later the le Clos family arrive at an isolated guest farm. Inside, the fugitives are waiting.

Episode 2

The family walks directly into a hostage situation. The fugitives control the farmhouse while Jean-Fred attempts to negotiate their safety. Elodie says little, quietly observing the shifting power between the men. Through the night tensions rise as the prisoners argue about their escape. Alcohol, fear and exhaustion push the situation toward collapse.

In the early morning Peter Hargreaves frees himself and fires a shotgun, triggering a chaotic gun battle. Jean-Fred cuts Elodie loose and tells her to run. She escapes into the darkness while gunfire erupts behind her. Two escaped prisoners flee the farm house.

By morning Elodie has made her way to Mount Robards and raised the alarm. When police reach the farmhouse they find six people dead - including Christine and Jean-Fred le Clos.

Episode 3

- Detective Alan Briggs believes the case is clear: a hostage situation spiralled into violence between fugitives and their captives.
- But Constable Mia Rankin begins to see inconsistencies. The timeline of the fugitives' movements does not align with the shootings inside the farmhouse. Forensic analysis reveals something more troubling: blood on Elodie's clothing belongs not to her injury, but to Peggy Hargreaves.
- At the same time investigators recover unseen footage from Jean-Fred's hard drives. Behind the cheerful travel videos lies years of emotional pressure and performance. As Mia studies the evidence she realises something unsettling: Elodie, the only person who knows what happened, has spent her entire life learning how to perform for an audience.

Episode 4

Elodie becomes a national symbol of survival. Media outlets replay years of Wild With Us footage, presenting her as the girl who escaped a brutal massacre. Her aunt Julie arrives from France and takes control of the narrative, launching a new online channel documenting Elodie's recovery. Millions follow the story.

But Mia's investigation continues quietly in the background. The evidence never quite fits the official explanation. The blood on Elodie's clothing, the uncertain timeline, and the hidden pressures of her childhood all suggest another option: that she returned to kill her parents

Three narratives emerge: Briggs' official case, Julie's public story, and Mia's unanswered questions. In a final television interview Elodie calmly tells the world she is moving forward – until Aunt Julie announces the continuation of the Wild With Us series. For a brief moment Elodie's smile is replaced by something darker. Then the performance returns.

A wide-angle photograph of a dry, arid landscape. A dirt road with two distinct tracks leads from the foreground into the distance. The ground is covered with sparse, dry vegetation, including small shrubs and grasses. On the left side of the road, a large, mature tree with a thick, gnarled trunk and a full canopy of green leaves stands prominently. Another similar tree is on the right. In the background, a range of low, rolling hills or mountains stretches across the horizon under a bright blue sky with scattered white clouds. The word "CHARACTERS" is superimposed in the center of the image in a large, white, sans-serif font.

CHARACTERS



ELODIE



JEAN-FRED



CHRISTINE

BRIGGS





MIA



MICK , KELLIS &
BREN



QUINN

THE HARGREAVES



HIMESH



JULIE



A wide-angle photograph of a dry, arid landscape. A dirt road with two tracks leads from the foreground into the distance. The ground is reddish-brown and rocky. On either side of the road are sparse, low-lying shrubs and grasses. Two large, mature trees with dense green foliage stand prominently on the left and right sides of the road. In the background, a range of low, rolling hills or mountains stretches across the horizon under a bright blue sky with scattered white clouds. The overall scene is bright and sunny.

REFERENCE IMAGES





























WHY THIS STORY NOW

- Social media has transformed childhood.
- Millions grow up as content in monetised family channels.
- Narrative control in the digital age.
- Mental Health is struggling

MARTIN CUFF

Martin Cuff is the creator of Sharenting. With over 35 years of global film industry experience, he is the former Executive Director of the Association of Film Commissioners International (Los Angeles), Executive Director of the Colorado Film Commission (Denver), Executive Director of the Cape Film Commission and Cape Town Film Permit Office (South Africa) and Chief Operating Officer of Sithengi, the Southern African International Film and Television Market.



RIGHTS

- Sharenting is an original fictional work created by Martin Cuff based on his novella “Sharenting”
- All rights reserved.

DISCLAIMER

All images and songs used in this presentation are for illustrative, non-commercial purposes only and are included without the approval of their respective owners. If you are the owner of any content featured and wish to request its removal, please contact us, and we will promptly comply.

MARTIN CUFF

MARTIN@MARTINCUFF.COM

+381 62 107 3376

WWW.MARTINCUFF.COM

You're listening to: Mia Rodriguez - Psycho





Wild With Us