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Matt Cherniss, Head of Programming, Apple TV+
Carol Trussell, Head of Production, Apple TV+
Zack Van Amburg, Head of Worldwide Video Programming, Apple TV+
Morgan Wandell, Head of International Content Development, Apple TV+
Sarah Carragher, Series Publicity Lead, Apple TV+
Bill Lawerence, Executive Producer, Bad Monkey
c/o David Mortimer

To whom it may concern,

We are extremely disappointed to see that the Apple TV+ series "Bad Monkey" uses a live capuchin monkey as an "actor." **Filming with primate "actors" is harmful because it directly promotes the unethical treatment of primates.**

The use of primates in entertainment causes lasting trauma to the individuals involved. **The entire lifetime of a monkey or ape is negatively affected when they are used in entertainment.** As infants, they are deprived of maternal contact at a very early age, when they are heavily dependent upon their mothers. Training and living conditions for animal "actors" can be incredibly stressful and even abusive. A life spent performing denies them virtually all the experiences they need to be healthy, including social housing, social grooming, and exercise. When they are denied these natural behaviors, primates develop aberrant and harmful behaviors, such as obsessive compulsions, self-mutilation, and aggression. The simple fact that the capuchin in "Bad Monkey" was forced to perform on cue in a disorienting and unnatural environment is reason enough to raise animal welfare concerns.

Misleading representations of primates in the media have lasting negative repercussions. This promotes future use of primates in entertainment and the exotic pet trade and has a negative impact on conservation. The public now turns away from this type of footage due to heightened awareness of the sadness and cruelty behind the camera. Hollywood is no longer filming with chimps because such imagery of endangered animals is archaic and inflammatory. There are many filmmakers who also won't film with other primates, including monkeys. In contrast, films like Jordan Peele's "Nope" serve as a great example of how impactful (and still ethical) CGI scenes of primates can be.

Primates in entertainment are trained using methods that intimidate and inhibit their innate behaviors. The intelligence and unpredictable nature of these wild animals means that they often can only be used for a short time as actors before they become too independent, unmanageable, and dangerous. **Primates can and will bite, and even small species can cause severe injuries to humans.** Primates are then deemed useless to the entertainment industry and sold into situations that range from uncomfortable to harmful. Only a lucky few are able to spend the remaining years of their life in a primate sanctuary.

The North American Primate Sanctuary Alliance (NAPSA) is a coalition of eight of the leading primate sanctuaries on the continent. In our member sanctuaries, we care for close to 800 nonhuman primates, including many of whom were formerly used in entertainment. Daily, we see the lifelong repercussions of primate exploitation for human entertainment.

Using primate "actors" is irresponsible and widely considered to be outdated in television and film. Instead, we implore you to use a more modern and compassionate CGI rendering in the future.

Sincerely,

Amanda Gray
Director, North American Primate Sanctuary Alliance