



Screening Report

Network:	USA Network	Screening Date:	8/13/2015
Program:	Mr. Robot		
Air Date/Time:	9/2/2015 10:00:00 PM	Rough Cut:	No
Program Type:	Drama	Repeat:	No
Episode Name:	eps1.9_zer0-day.avi (Season Finale)		
Episode Code:	110	Original Air Date/Time:	
Rating/Clarification:	TV-14/		

Advisory:

No Advisory

Disclaimer:

No Disclaimer

Synopsis:

In the wake of Elliot's cyber attack, the world's economy is in danger as governments scramble to recover missing data and money. Elliot tries to find Tyrell, while Darlene covers the "fsociety's" tracks. Angela bears witness to a banking CEO's suicide, but her boss expects her to soldier on. Season finale.

Areas of concern for this episode:

Alcohol Reference
Alcohol Use
Animal Abuse
Animal Issue
Brand Mention
Brand Visible
Drug Use
Graphic Images
Historical Reference
Industry Related
Language
Objectionable
Political
Religion
Sexual Dialogue

Suicide

Violence

Full Content Report:

Recap of previous episodes. Elliot threatened a man to stay away from Krista or he would tell the man's wife he was cheating. The man is trying to get a small dog to go to the bathroom outside and lifts it up by the harness, yelling at it to hurry up. Elliot took the dog from him.

Animal Abuse
Sexual Dialogue

The man Elliot threatened in the recap meets with Krista. He breaks things off with her. His name is Lenny. She thinks he's ill and made an appointment for him with a friend who is a doctor at Sloan-Kettering. She thought he was dying of a terminal illness, but he reveals that he's not sick, at all. She calls him a sick mother-bleeper. Elliot had altered his medical files somehow. He shows her notes from the cyber-crime division [insert missing]. Elliot was able to hack into his life via the microchip in his dog. "That sick bleep ruined my life and even stole my dog on top of everything." Lenny says that Elliot made him say all those things to her. Lenny says that he is divorcing his wife. She says she doesn't give a shit. He can tell that Elliot must have hacked her, too, but she doesn't confirm or deny anything, and leaves. He wants to go after Elliot for "computer abuse and fraud," but it's tough to prosecute without a lot of evidence. "Don't give me any bullshit." He wants her to team up with him and go after Elliot. She won't help. As she walks away, he shouts, "That asshole stole my dog!"

Brand Mention
Industry Related (3)
Language
Animal Issue

Lenny goes home and has a take-out burger. There's a newscast on about a global hack, and seventeen European countries are facing financial troubles. On one sign in a foreign language, the word "Nazi" is written out. It would seem the protestors are comparing a government to said group.

Industry Related
Political
Historical Reference

Credits

The scene opens by a street corner. There's a T-Mobile store on one corner, a Sleepy's across the street and an AT&T store on the opposite corner. Elliot is asleep in an SUV. A man knocks on the window to wake him up. Elliot has no idea where he is. The lot owner says he's been there for two days and paid him in advance before the credit card systems went down. Elliot glances at the SUV and realizes it's Tyrell's. The camera cuts to a long shot for a moment and the Cadillac logo is visible. The lot owner tells him he's "shit out of luck" without any cash. Elliot wanders off and leaves the vehicle behind. There is also a Honda parked nearby.

Brand Visible (5)
Industry Related (2)
Language

Angela goes to work and gets in a bit of trouble for being late. Gideon is in a meeting and finds out that he might have to shut down "Allsafe" (cyber security). His CFO says it's beyond bleak and he's basically got no money left. Gideon says that since the day they started, it's been like rearranging deck chairs on the Titanic. All employees are probably going to lose their 401K's because the market is going to plummet when the bell rings. Neither the CFO nor Gideon were able to use their credit cards over the weekend. The CFO says there's a bright side to all of this: at least they'll have no debt.

Industry Related
Historical Reference

Break 1 @ 12:00

A group of people are doing something to cell phones, "shredding" them electronically. Elliot shows up and this group is happy to see him; they are led by Darlene. He asks her what's going on. He has no recollection of the last three days, but his "big hack" went through. The "fsociety" launched a massive cyber attack in an attempt to expose corruption around the world. The world economy has plummeted because of this. Elliot goes off to speak with Tyrell. Elliot narrates as he goes to Tyrell's office. The cyber attack made all data unreadable. World leaders have no idea what to do. Elliot knows that there's no way to fix it. There are news clips of President Obama and Chancellor Merkel, as if they are in meetings about this. Elliot knows that the data is actually gone for good. Tyrell is not at his office because he got fired. The news is on in the background and a message comes on from "fsociety", revealing that all data has been destroyed and there's nothing the world can do about it. All debts are

Brand Visible
Brand Mention
Industry Related (2)
Political

now forgiven and the opening bell this morning will be the end of "Evil Corp," so free people can rule again. A shot of people listening in Times Square features billboards for "The Lion King" and Dunkin Donuts. Elliot knows that Tyrell is the masked man in the message.

Break 2 @ 18:00

Angela helps her boss get ready for a press conference. He's very much on edge and snaps at Angela for trying to help. "God damn it." Darlene leads Elliot's followers to a new hideout, the back of a vet clinic. They are going to use the incinerator there to destroy their computers. They look at the dogs in cages, which are apparently meant to be put down. Darlene says, "I've got no sympathy; you don't want to put cute puppies out of their misery, you don't have to. It's just sick". The man who let them in owns the place and says he has to pay the bills. One of them says he didn't think they'd have to use a dead puppy oven to cover their tracks. A series of clips shows them amassing computer equipment and setting the fire. The team then sets all the dogs free.

Industry Related (2)
Animal Issue

Elliot goes to Tyrell's townhouse. He's not there. Krista finds him outside. Elliot tells Krista his name is Ollie, and says that Tyrell wanted some advice about the hack. He can tell she's fishing to find out who he really is, so he makes up more stories about working with Tyrell. She reveals that Tyrell has vanished, as in skipped town. Angela's boss, James, holds his press conference and tries to assure his clients that they are working on recovering the almost four billion dollars of lost wealth. (Their company is called E-Corp). The reporter points out that the data is supposed to be lost, not just unreadable, but he denies it. James decides to be honest and says that the public should be aware. His life is over, his pension and savings are gone, and the engineering team has no idea how to fix the problem. He reaches into his bag, takes out a gun and points it in his mouth. He pulls the trigger and blood splatters all over his face and the window behind him, dripping down with some visible chunks in it after.

Graphic Images
Industry Related
Suicide

Break 3 @ 28:00

Angela sits in the lobby, crying. She has blood stains on her white pumps. The CEO comes downstairs to check on her and says she can take some time off, since she was standing right there when James killed himself. He suggests that she could attend a press conference he's holding later, but she declines. He gives her money for new shoes.

Graphic Images
Industry Related

Elliot goes back to the Cadillac Escalade. It's still in the lot; a Toyota and Honda are parked next to it. Elliot checks the back of the Escalade and it is empty. He gets in the driver's seat and goes through the console and glove compartment. He's trying to figure out where Tyrell went, but has no clue. Elliot is thinking that maybe Tyrell is dead. Elliot finds a pair of sunglasses that are a clue as to where he might be. Elliot shouts, several times, "Come on, come out!" No one approaches.

Brand Visible (3)

Darlene and her crew are getting ready to hand out fliers, since everyone's Internet is still down. This is the last step and then they are clear. The fliers are for an "End of the World" party at their bar. They are all still wondering where Elliot ran off to. Elliot finds a computer he can use because the support arm of the glasses he found is a flash drive. This leads him to a video on Vimeo of a skateboarder in a park, but someone in the background is seen falling off a railing. This is some kind of coded message for Elliot. The fall does not appear to be a suicide because it doesn't seem high enough. It might be symbolic of someone "falling off" the face of the Earth. Robot finds him.

Brand Visible
Industry Related (2)

Angela, still in shock, goes to a high-end boutique to buy new shoes. The clerk can't believe she's there and says that everyone at her company is a liar. He tells her not to drink their Kool-Aid and should go find somewhere else next. She snaps at him to put him in his place, saying she will try Zapata's next. Back at the cafe, Elliot shoves Robot against the wall. "Don't give me any shit." He wants to know where Tyrell is. Robot says it doesn't matter, and he might want to get a Bluetooth so this doesn't look suspicious. On his way out, Robot tells a guy that he had sex with his mom this morning. The man tells him to go away. Robot says it was a real nice smell, and holds his finger under the man's nose. The man slugs Robot, hard, and Elliot feels this and is also knocked down by it. Robot says he's just a

Brand Mention (2)
Violence
Religion
Industry Related
Sexual Dialogue
Language

prophet, Elliot is supposed to be a god.

Break 4 @ 38:00

Angela goes back to work. The CEO comments that he likes her new shoes [insert missing]. She asks him why he seems so confident that things are going to be okay, as a newscast in the background talks about massive marches in major cities to protest the financial crisis. The CEO says that people caused this, so people should be able to fix it. Angela doesn't understand what he sees in her as an employee. He says that she's fresh and bold and those qualities are what they need right now. The CEO says he's glad James killed himself, he had a gambling problem and a drinking problem; but most notably, he was weak. The CEO says the world is a little better off without James in it, and his family will benefit too. She is stunned by his comment. The CEO stands at a podium overlooking reporters. He starts with a moment of silence for James.

Industry Related
Alcohol Reference
Objectionable
Suicide

The party at Darlene's club is in full swing. They are smoking what looks like a big joint, passing it around. Party-goers have drinks in cups. The group wonders what their next step is, now that the revolution has started. A time lapse of clips has them dancing into the night and having fun. Darlene gets some popcorn and notices something hidden therein (we don't see it).

Drug Use
Alcohol Use
Industry Related

Break 5 @ 45:00

Elliot is in the middle of a protest parade with Robot. It's in Times Square and there are logos for LG Electronics and Coca-Cola in the background. He demands to know what happened to Tyrell. Robot has no answer for him. Elliot wonders if any of this is real. Robot says it is, as he motions to the people and buildings around him. "It's a world built on fantasy: synthetic emotions from pills, psychological warfare in the form of advertising (a Revlon "Love is On" billboard is in the background, as well as a billboard featuring an unbranded smart phone with the Bank of America logo on the screen); mind-altering chemicals in the form of food (Dunkin Donuts logo in the background, cup of coffee being poured); brainwashing seminars in the form of media; isolated bubbles in the form of social networks." Robot says there hasn't been anything close to reality since the turn of the century. "We turned it off, took out the batteries while we snacked on a bag of GMO's and tossed the remnants in the ever-expanding dumpster of the human condition" (a billboard for the Whitney is visible). A Budweiser billboard is visible as he winds up this part of his monologue, along with the Dunkin Donuts billboard again. "We live in branded houses, trademarked by corporations built on bipolar numbers jumping up and down on digital displays, hypnotizing us into the biggest slumber mankind has ever seen. We live in a kingdom of bullshit." The Revlon logo is visible again. There's also a Starbucks in the background, briefly. A Toshiba logo is visible high up on a building. Robot says he's no less real than the "beef patty" in his "bleeping Big Mac." The Bank of America billboard is more prominent as Robot ends his speech, with people holding protest signs that read "down with debt" and "money is dead" nearby. Elliot starts screaming "no" and says he needs to be alone, closes his eyes and then everyone is suddenly gone. With the area in front of him completely clear of people, we see logos for Sephora, Starbucks, and Citizen stores. There are digital billboards for Revlon and Bank of America above. Elliot stands there looking around. The protestors are gone, but traffic is still in the background. A Ricoh logo is visible on a building, as is the NASDAQ logo. Elliot argues with Robot's image as it tells him from a billboard that this isn't what he wants, either. Elliot screams for them to go away, and has no idea what he's supposed to do next. A logo for Sherwood is visible on the edge of a billboard. Robot tells him what he needs to do.

Brand Visible (13)
Brand Mention
Industry Related (6)
Language
Political

Elliot heads home on the subway and cries along the way. Robot is telling him to go home and go to his computer, watch the beautiful protests that they created together. There are clips of more protests as he watches, riots around the world and plummeting stock prices. World leaders such as Obama, Biden, and Kerry are making speeches. Angela Merkel is seen on a podium. Streets around the world are crowded with protesters. There's a knock at the door and Elliot goes to answer. To be continued.

Industry Related
Political

End credits.

Client-Specific Information:

	Type	Length
Memorial Sloan-Kettering	Brand Mention	NA
The man Elliot threatened in the recap meets with Krista. He breaks things off with her. His name is Lenny. She thinks he's ill and made an appointment for him with a friend who is a doctor at Sloan-Kettering. She thought he was dying of a terminal illness, but he reveals that he's not sick, at all.		
T-Mobile	Brand Visible	00:05
The scene opens by a street corner. There's a T-Mobile store on one corner.		
Sleepy's	Brand Visible	00:05
The scene opens by a street corner. There's a Sleepy's across the street.		
AT&T	Brand Visible	00:05
The scene opens by a street corner. There's an AT&T store on the opposite corner.		
Cadillac	Brand Visible	00:05
Elliot is asleep in an SUV. A man knocks on the window to wake him up. Elliot has no idea where he is. The lot owner says he's been there for two days and paid him in advance before the credit card systems went down. Elliot glances at the SUV and realizes it's Tyrell's. The camera cuts to a long shot for a moment and the Cadillac logo is visible.		
Honda	Brand Visible	00:05
Elliot wanders off from the lot and leaves the vehicle behind. There is a Honda parked nearby.		
Walt Disney Company, The (Entertainment)	Brand Mention	NA
A shot of people listening in Times Square features a billboard for "The Lion King."		
Dunkin' Donuts Restaurants	Brand Visible	00:05
A shot of people listening in Times Square features a billboard for Dunkin Donuts.		
Cadillac	Brand Visible	00:05
Elliot goes back to the Cadillac Escalade in the lot; Elliot checks the back of the Escalade and it is empty. He gets in the driver's seat and goes through the console and glove compartment.		
Toyota	Brand Visible	00:05
A Toyota is parked in the lot next to the Cadillac.		
Honda	Brand Visible	00:05
A Honda is parked in the lot next to the Cadillac.		
Vimeo	Brand Visible	00:00
Elliot finds a computer he can use because the support arm of the glasses he found is a flash drive. This leads him to a video on Vimeo of a skateboarder in a park, but someone in the background is seen falling off a railing. This is some kind of coded message for Elliot. The fall does not appear to be a suicide because it doesn't seem high enough.		
Kool-Aid	Brand Mention	NA
Angela, still in shock, goes to a high-end boutique to buy new shoes. The clerk can't believe she's there and says that		

everyone at her company is a liar. He tells her not to drink their Kool-Aid and should go find somewhere else next.

Bluetooth Brand Mention NA

Elliot wants to know where Tyrell is. Robot says it doesn't matter, and he might want to get a Bluetooth so this doesn't look suspicious.

LG Electronics Brand Visible 00:05

Elliot is in the middle of a protest parade with Robot. It's in Times Square and there is a logo for LG Electronics in the background.

Coca-Cola Brand Visible 00:05

Elliot is in the middle of a protest parade with Robot. It's in Times Square and there is a logo for Coca-Cola in the background.

Revlon Brand Visible 00:20

During Mr. Robot's tirade bashing modern society, advertising and how life is no longer real and it's a world built on fantasy, a Revlon "Love is On" billboard is visible in the background off and on as the scene is set in Times Square; Robot says, "We live in a kingdom of bullshit," and the Revlon logo is visible again; The billboard is also clearly visible at the scene's end.

Bank of America Brand Visible 00:20

During Mr. Robot's tirade in Times Square bashing modern society, advertising and how life is no longer real, a billboard featuring an unbranded smart phone with the Bank of America logo on the screen is visible in the background off and on; The Bank of America billboard is more prominent as Robot ends his speech, with people holding protest signs that read "down with debt" and "money is dead" nearby; Soon after everyone disappears, a digital BoA billboard is seen above.

Dunkin' Donuts Restaurants Brand Visible 00:10

During Mr. Robot's tirade bashing modern society, advertising and how life is no longer real, he says, "It's a world built on fantasy: the list includes mind-altering chemicals in the form of food." The Dunkin Donuts logo is in the background, cup of coffee being poured.

Starbucks Brand Visible 00:20

During Mr. Robot's tirade bashing modern society, advertising and how life is no longer real, a billboard for Starbucks is visible in the background off and on as the scene is set in Times Square. A Starbucks storefront is also clearly visible at the scene's end.

McDonald's Brand Mention NA

Robot says he's no less real than the "beef patty" in his "bleeping Big Mac."

Toshiba (General) Brand Visible 00:05

During Mr. Robot's tirade bashing modern society, advertising and how life is no longer real, a billboard for Toshiba is visible in the background off and on as the scene is set in Times Square.

Ricoh Brand Visible 00:05

During Mr. Robot's tirade bashing modern society, advertising and how life is no longer real, a billboard for Ricoh is visible in the background off and on as the scene is set in Times Square.

Sherwood Hotels Brand Visible 00:00

Elliot argues with Robot's image as it tells him from a billboard that this isn't what he wants either. Elliot screams for them to go away and has no idea what he's supposed to do next. A logo for Sherwood is visible on the edge of the billboard.

Sephora Brand Visible 00:10

The Sephora logo is visible on the storefront in Times Square, at the end of Robot's tirade about a lack of reality.

Citizen Brand Visible 00:10

The Citizen logo is visible on the storefront in Times Square, at the end of Robot's tirade about how there is a lack of reality.

NASDAQ Brand Visible 00:05

During Mr. Robot's tirade bashing modern society, advertising and how life is no longer real, a billboard for the NASDAQ is visible in the background off and on as the scene is set in Times Square.

Budweiser Brand Visible 00:00

Robot says there hasn't been anything close to reality since the turn of the century. "We turned it off, took out the batteries while we snacked on a bag of GMO's and tossed the remnants in the ever-expanding dumpster of the human condition." A Budweiser billboard is visible as he winds up this part of his monologue.

Computers Industry Related NA

Lenny wants to go after Elliot for "computer abuse and fraud," but it's tough to prosecute without a lot of evidence.

Health Care Industry Related NA

The man Elliot threatened in the recap meets with Krista. He breaks things off with her. His name is Lenny. She thinks he's ill and made an appointment for him with a friend who is a doctor at Sloan-Kettering. She thought he was dying of a terminal illness, but he reveals that he's not sick, at all; Elliot had altered his medical files somehow.

Pet Care Industry Related NA

Elliot had altered Lenny's medical files somehow. He shows her notes from the cyber-crime division [insert missing]. Elliot was able to hack into his life via the microchip in his dog.

Financial Industry Related NA

Lenny goes home and has a take-out burger. There's a newscast about a global hack, and seventeen European countries are facing financial troubles.

Financial Industry Related NA

This episode features references to a fictional financial fallout that spans many countries across the world, as caused by some computer hacking that Elliot did.

Telecommunications-Internet Industry Related NA

This episode features references to a fictional financial fallout that spans many countries across the world, as caused by some computer hacking that Elliot did.

Financial Industry Related NA

All employees are probably going to lose their 401K's because the market is going to plummet when the bell rings. Neither the CFO nor Gideon were able to use their credit cards over the weekend. The CFO says there's a bright side to all of this: at least they'll have no debt.

Telecommunications-Internet Industry Related NA

A group of people are doing something to cell phones, "shredding" them electronically; The "fsociety" launched a massive cyber attack in an attempt to expose corruption around the world. The world economy has plummeted because of this; The cyber attack made all data unreadable.

Financial

Industry Related

NA

The news is on in the background and a message comes on from "fsociety", revealing that all data has been destroyed and there's nothing the world can do about it. All debts are now forgiven and the opening bell this morning will be the end of "Evil Corp," so free people can rule again.

Computers

Industry Related

NA

Darlene leads Elliot's followers to a new hideout, the back of a vet clinic. They are going to use the incinerator there to destroy their computers; A series of clips shows them amassing computer equipment and setting the fire.

Pet Care

Industry Related

NA

Darlene leads Elliot's followers to a new hideout, the back of a vet clinic. They are going to use the incinerator there to destroy their computers. They look at the dogs in cages, which are apparently meant to be put down. Darlene says, "I've got no sympathy; you don't want to put cute puppies out of their misery, you don't have to. It's just sick"; The team sets all the dogs free.

Financial

Industry Related

NA

Angela's boss, James, holds his press conference and tries to assure his clients that they are working on recovering the almost four billion dollars of lost wealth. (Their company is called E-Corp). The reporter points out that the data is supposed to be lost, not just unreadable, but he denies it. James commits suicide over the loss of his money. Full detail prior to Break 3.

Apparel

Industry Related

NA

Angela sits in the lobby, crying. She has blood stains on her white pumps. The CEO comes downstairs to check on her; he gives her money for new shoes.

Telecommunications-Internet

Industry Related

NA

Darlene and her crew are getting ready to hand out fliers, since everyone's Internet is still down.

Apparel

Industry Related

NA

Elliot finds a computer he can use because the support arm of the glasses he found is a flash drive.

Retail

Industry Related

NA

Angela, still in shock, goes to a high-end boutique to buy new shoes. The clerk can't believe she's there and says that everyone at her company is a liar. He tells her not to drink their Kool-Aid and should go find somewhere else next. She snaps at him to put him in his place, saying she will try Zapata's next.

Apparel

Industry Related

NA

Angela goes back to work. The CEO comments that he likes her new shoes [insert missing].

Food

Industry Related

NA

Darlene gets some popcorn and notices something hidden therein (we don't see it).

Pharmaceutical

Industry Related

NA

Robot says it is real, as he motions to the people and buildings around him. "It's a world built on fantasy..." He lists "synthetic emotions from pills" as part of that fantasy.

Food

Industry Related

NA

Robot says it is real, as he motions to the people and buildings around him. "It's a world built on fantasy..." He lists "mind-altering chemicals in the form of food" as part of that fantasy. Please see full detail after Break 5.

Media

Industry Related

NA

Robot says it is real, as he motions to the people and buildings around him. "It's a world built on fantasy..." He lists "brainwashing seminars in the form of media," and "isolated bubbles in the form of social networks" as part of that fantasy.

Media

Industry Related

NA

Elliot wonders if any of this real. Robot says it is, as he motions to the people and buildings around him. "It's a world built on fantasy..." He lists "psychological warfare in the form of advertising" as part of that fantasy.

Food

Industry Related

NA

Robot says there hasn't been anything close to reality since the turn of the century. "We turned it off, took out the batteries while we snacked on a bag of GMO's and tossed the remnants in the ever-expanding dumpster of the human condition."

Financial

Industry Related

NA

The Bank of America billboard is more prominent as Robot ends his speech, with people holding protest signs that read "down with debt" and "money is dead" nearby.

Financial

Industry Related

NA

Elliot heads home on the subway and cries along the way. Robot is telling him to go home and go to his computer, watch the beautiful protests that they created together. There are clips of more protests as he watches, riots around the world and plummeting stock prices.

Program Overview:

A drama that focuses on Elliot, a young programmer who is employed as a cyber-security engineer by day and is a vigilante hacker by night. Elliot struggles to choose which path to take when he is recruited by a group of underground hackers to aid in the demise of the firm he is paid to conserve.

Cast:

Elliot, An extraordinary programmer. Played by Rami Malek.

Mr. Robot, The leader of the mysterious underground group of hackers. Played by Christian Slater.

Angela, Elliot's childhood confidant and fellow employee at AllSafe. Played by Portia Doubleday.

Darlene, The antisocial member of F_Society. Played by Carly Chaikin.

Tyrell Wellick, The Swedish Senior Vice President of Technology for Evil Corp. Played by Martin Wallström.

Contact: MIS screening department at (212) 329-2200 or miseast@misnyc.com

All rights, title and interests in this Content Screening Report are the sole and absolute property of MIS for any and all purposes. Content Screening Reports are for the exclusive business use of the purchasing entity. Original reports, copies of reports or written excerpts may not be shared with any other media and/or advertising agency, television network, business or any individual who is not a member of the account group for which the report was purchased. All information contained in this report is confidential and may not be publicly disclosed in any way. Any social media disclosure, media disclosure, interpersonal disclosure or any other disclosure of any confidential information contained in the report is strictly prohibited. All information provided by MIS is for internal research only and may not be sold or distributed, in whole or in part, to any third party for any form of consideration whatsoever.