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DRAG RACE





Primetime reality competition format

Drag Race is an elimination competition for drag queens where the winner takes home a fabulous prize and where the losers are asked to “sashay away”.

Over 100 episodes in the US!

The heels are higher, the hair is bigger, the cat fights cattier.

Outrageous Queens, big guest stars and wild challenges take the talent show format to a new and hilarious extreme...



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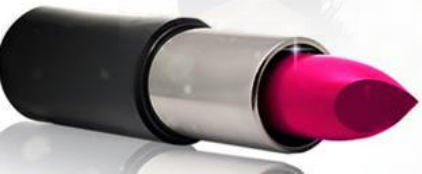
Overview

Drag Race is an elimination competition for drag queens where the winner takes home a fabulous prize and where the losers are asked to “sashay away”.

12 talented and overly dramatic beauties are pitted against each other in an over-the-top competition and given the chance to fulfil their lifelong dream & win a coveted title.

The contestants may be men in stilettos, but the competition is by no means a drag! To win the title of Next Drag Superstar, our contestants have to be top models, fashion designers and sheer geniuses all rolled up into one.

In each episode, the Queens compete in a mini challenge and a main challenge in front of a panel of esteemed judges. The bottom two are challenged to “Lip Sync for your life” and outshine each other in a battle that needs to be seen to be believed.



Duration:

60 minute episodes

Genres:

Reality
Entertainment
Celebrity
Gameshow
Music
Style & Fashion

Producer:

World of Wonder

Commissioning Broadcaster:

VH1
Logo
Mega

Territories Produced In:

- USA
- Chile

**WORLD
OF
WONDER**

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Format Breakdown

- *Drag Race* uses progressive elimination to reduce the number of drag queens in the competition from the initial field of 14 contestants down to a final 3
- The final 3 contestants will compete in the final challenge
- Each episode follows a format consisting of:
 - Mini challenge
 - Main challenge
 - Runway challenge
 - Judgement
 - Lip Sync challenge
 - Final judgement



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The Mini Challenges

- In the mini challenge, each contestant is asked to perform a different task with varying requirements and time limitations
- Certain mini challenges can be repeated from season to season
- Some examples of mini challenges include:
 - A **photo shoot** with a celebrity photographer that includes:
 - being doused with water while in full drag
 - having a high-powered fan turned on during the shoot
 - being photographed while jumping on a trampoline
 - A "**reading**," which is a drag term for making insulting observations about one's peers for comic effect
- The winner of a mini challenge is sometimes rewarded with some kind of advantage in the main challenge



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The Main Challenges

- The main challenge changes from episode to episode
- It can be individual or group challenges
- Immunity is granted to the winner in the Runway Challenge
- The winner of the main challenge receives a "special" prize for their win, such as: custom designer clothing, vacations, cruises, quality cosmetic items, etc.
- The goal of each main challenge involves a new theme and outcome
- Some challenges can become a tradition across seasons
- Examples of main challenges asked to the contestants are:
 - To design and construct a custom outfit, sometimes incorporating unconventional materials
 - To present themselves on camera
 - To perform with music, or perform humorously
 - "Snatch Game," a challenge where the contestants impersonate celebrities of their own choosing





The Runway Challenges, Lip Syncs & Judgments

THE RUNWAY CHALLENGE:

- All the queens model fashion on a runway
- The runway walks usually has a theme based on the main challenges
- The runway walks are observed by the 3 main judges who are joined by two celebrity guest judges each week
 - The judges each provide their opinion on the contestants' performances in the main challenge and on the runway
 - The host then announces which queen is the episode's winner and which two queens gave the weakest performances

THE LIP SYNC CHALLENGE:

- The day before the weekly final judging, the contestants are all provided with a song by a female artist to which they must learn the lyrics
- The bottom 2 must "lip sync for their lives" in a final attempt to impress the host
- After the lip sync, the host alone decides who stays and who leaves
- The host describes the qualities the contestants must have to be crowned the winner of the episode as "*Charisma, Uniqueness, Nerve, and Talent...*"



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The Grand Finale

- The Grand Finale episode starts with the mini challenge
- Then, the 3 finalists face a main challenge - no immunity is given
- Instead of the runway challenge, the 3 queens must “lip sync for their lives” in a final attempt to impress the host and the judges
- After the final lip sync challenge, the **host consults with the judges** to decide who will be crowned the Next Drag Superstar!



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Casting

- Casting calls are announced online, where hopefuls submit audition videos online
- Contestants may be of any sexual orientation
- Transgender women are eligible
- The host must also be a drag and plays dual roles in the show:
 - As a drag queen, the host will be the final word in judging and eliminations
 - As a man, the host will offer guidance to contestants for each challenge



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Click [HERE](#) to watch Drag Race's screeners online



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The US Version: 'RuPaul's Drag Race'

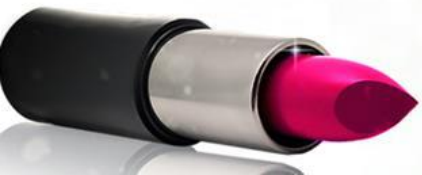
A Cultural Phenomenon

"The series, an irreverent competition to crown "America's next drag superstar" (as if anyone else could claim the title), has garnered a rabid cult following. There are official viewing parties in gay bars across the country, as well as unofficial ones in Chelsea and West Hollywood living rooms. The show has just reached the million-fan mark on Facebook, and its devotees include Sally Jessy Raphael and Lady Gaga, who tweeted: "Can I PLEASE be a judge on drag race!" Occidental College even offers a course called "Reading RuPaul: Camp Culture, Gender Insubordination and the Politics of Performance."

- New York Times

An Award Winning Phenomenon

- In 2015, *RuPaul's Drag Race* was nominated for a Primetime Creative Award for Outstanding Makeup for a Multi-camera Series or Special (non-prosthetic)
- In 2014, RuPaul won the Realscreen Award for Best Host/Presenter and *RuPaul's Drag Race* won the Outstanding Achievement in a Competition/Talent & Studio-Based Program Award at the Realscreen Awards
- In 2014, *RuPaul's Drag Race* won the TCA Award for Outstanding Achievement in Reality Programming and was nominated for a Critics' Choice Television Award for Best Reality Show Host
- In 2012, *RuPaul's Drag Race* won Best Studio-based Competition Series, and RuPaul won Best Host at the Factual Entertainment Awards
- In 2012 and 2013, TV.com named *RuPaul's Drag Race* as Best Reality Competition Series and RuPaul as Best Reality Show Judge/Host
- In a 2013 national poll at RyanSeacrest.com, *RuPaul's Drag Race* was voted as the #1 Reality Competition Show, beating out *The Voice* and *Dancing with the Stars*



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The US Version: 'RuPaul's Drag Race'

A Ratings Phenomenon

- *RuPaul's Drag Race* premiered in 2009 as Logo's highest rated series
- Seven cycles later, *RuPaul's Drag Race* is still breaking network records as Logo's #1 series (20 total), dominating in the 50 million US homes that receive Logo
- *Drag Race* is the top 5 show among adults, 18-49, and men, 18-34/25-54
- Repeats are currently top 3 among adults, 18-49, and women, 18-34
- *Drag Race's* key demographic is women, 18-34, and men, 25-54
- Women are making up an even greater percentage of the show's total audience than ever before: women 18-49 (2013-2014 (37%)), women 18-34 (2013-2014 (24%)), women 25-54 (2013-2014 (31%))
- From Season 2 to Season 6, *Drag Race* has had great success across all genders: men 18-49 (+36%), 18-34 (+17%), 25-54 (+54%) and women 18-49 (+33%), 18-34 (+14%), 25-54 (+37%)



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The US Version: 'RuPaul's Drag Race'

A Global Phenomenon

- The ratings success of *RuPaul's Drag Race* has spawned several spin-offs which have extended the brand year round: *RuPaul's Drag Race: Untucked* (5 cycles), *RuPaul's Drag U* (3 cycles), *RuPaul's All Stars Drag Race* (1 cycle)
- *RuPaul's Drag Race* is a hit across multiple platforms including television, online and mobile streaming.
- In particular, *RuPaul's Drag Race* Season 6 has seen a top download on iTunes
- *RuPaul's Drag Race* consistently places in the iTunes Top 10 of all television available for purchase



The screenshot shows the iTunes Top TV Episodes chart. The top 10 episodes are:

1. Field Trip (Mad Men, The Final ...)
2. Fakes-giving, Fake Friends (The Real Housewives...)
3. The Kingmaker (No. 42) (The Blacklist, Season 1)
4. Revolution (Revenge, Season 3)
5. The Following
6. RuPaul's Drag Race: Untucked
7. Glitter Ball (RuPaul's Drag Race, ...)
8. Law & Boarder (Castle, Season 6)
9. Reunion Part II (The Real Housewives...)
10. A Curious Thing (Once Upon a Time, S...)

The 'Top Seasons' section also lists RuPaul's Drag Race: Untucked as the top season.



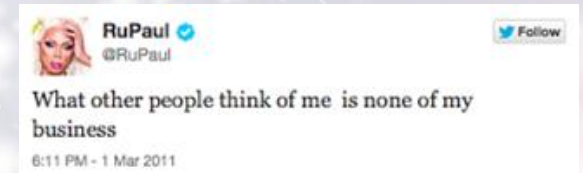
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The US Version: 'RuPaul's Drag Race'

A Social Media Phenomenon

- The social media fan base of *RuPaul's Drag Race* is one of the most active and enthusiastic of any reality TV show today
- In season 6, *RuPaul's Drag Race* consistently had 2-3 trending topics per night on Twitter
- The episode that announced the top 3 contestants had 2 different hash tags trending nationally
- The official *RuPaul's Drag Race* Facebook page has over 1,650,000 likes
- RuPaul has 725K Twitter followers and over 900K Facebook fans
- Former *RuPaul's Drag Race* contestants are a digital army, with a total of more than 2 million Facebook likes and over 1 million Twitter followers



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The US Version: 'RuPaul's Drag Race'

A Celebrity Phenomenon

- RuPaul's Drag Race counts some of the biggest stars in the world as devoted fans
- Guest stars (singers, actors, etc.) are Drag Race enthusiasts and range the full spectrum of mainstream pop culture:
 - Lady Gaga, Demi Lovato, Ariana Grande, Miley Cyrus, Neil Patrick Harris (*How I Met Your Mother*), Paula Abdul (*American Idol*), Khloé Kardashian (*Keeping Up with the Kardashians*), Adam Lambert (*American Idol*, *Glee*), Kathy Griffin (*Kathy*, *My Life On The D-List*), Jesse Tyler Ferguson (*Modern Family*), Kelly Osbourne (*Fashion Police*), Chloë Sevigny (*Big Love*), Pamela Anderson (*Baywatch*), Vanessa Williams (*Desperate Housewives*, *Ugly Betty*), Sharon Osbourne (*The Osbournes*, *Americas Got Talent*), La Toya Jackson (*Celebrity Apprentice*, *Life With La Toya*), Tori Spelling (*Beverly Hills 90210*, *Tori & Dean*, *Home Sweet Hollywood*), Jennifer Love Hewitt (*Client List*), Carmen Electra (*Baywatch*), Rose McGowan (*Charmed*), Amber Riley (*Glee*, *Dancing with the Stars*), Pauley Perrette (*NCIS*), Camille Grammer (*The Real Housewives of Beverly Hills*), and many more





Chilean Version: The Switch

Adapted from the US hit *RuPaul's Drag Race*, *The Switch Drag Race: The Art of Transformation* is the reality and talent show search for Chile's next Drag Superstar



- First international adaptation of *Drag Race* outside of US
- Launched on Megavisión 8th of October 2015 following the Chile v Brazil qualifying match for the World Cup in 2018
- Initially scheduled Thursdays 22.30pm, in its third week of release Mega rescheduled to every Thursday and Sunday at 22:30, the same timeslot as its competition MasterChef on Canal 13.
- Regularly out performed Masterchef in its timeslot
- Huge presence on social media with over 76k followers on [Twitter](#) and 35k Likes on [Facebook](#)

Commissioning Broadcaster:
Mega Chile

Producer:
Mega Chile
World of Wonder

Duration:
24 x 120'

Scheduling:
Weekly - Primetime

TX Details:
Began airing October 8th 2015. Last episode aired on 17th January 2016.

Ratings:
First episode 28.9 rating points and second episode 23.5 rating points.



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