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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



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





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





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





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...*"





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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10



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



The US Version: 'RuPaul's Drag Race'

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 over 1.6 million fans 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

Award Winning Phenomenon

- In September 2016, RuPaul won an **Emmy Award for Outstanding Host for a Reality Program**
- *RuPaul's Drag Race* was also voted the **best ever reality show** in the UK by *Digital Spy* readers in July 2016
- In 2014, RuPaul won the **Realscreen Award for Best Host/Presenter**
- *RuPaul's Drag Race* also won the **2014 Outstanding Achievement in a Competition/Talent & Studio-Based Program Award** at the *Realscreen Awards*
- *RuPaul's Drag Race* was nominated for a **2014 Critics' Choice Television Award for Best Reality Show Host** and won the award for **2014 TCA Award for Outstanding Achievement in Reality Programming!**
- 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*





The US Version: 'RuPaul's Drag Race'

RuPaul Phenomenon

- *RuPaul's Drag Race* premiered in 2009 as Logo's highest rated series
- With eight seasons and over 100 episodes, *RuPaul's Drag Race* is still breaking network records as Logo's highest rated and #1 series dominating in the 50 million US homes that receive Logo
- *RuPaul's Drag Race* is a hit across all platforms including television, iTunes and Netflix
- *RuPaul's Drag Race* has the same success across genders with Men 18-49 (+36%) and Women 18-49 (+33%)
- 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* (7 seasons, 80 episodes), *RuPaul's Drag U* (3 seasons, 26 episodes), *RuPaul's All Stars Drag Race* (2 seasons, 14 episodes) and 6 *Untucked* episodes)

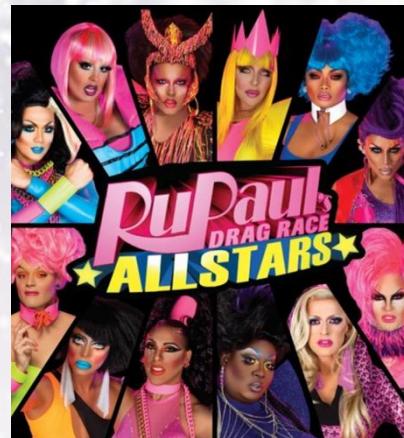




The US Version: 'RuPaul's Drag Race'

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* (7 seasons, 80 episodes), *RuPaul's Drag U* (3 seasons, 26 episodes), *RuPaul's Drag Race: All Stars* (2 seasons, 14 episodes and 6 *Untucked*)
- *RuPaul's Drag Race* is a hit across multiple platforms including television, online and mobile streaming
- The season 7 of *RuPaul's Drag Race* topped the iTunes TV charts *Top Seasons (Reality)* and *Untucked* came in at #7
- *RuPaul's Drag Race* consistently places in the iTunes Top 10 of all television available for purchase



Top TV Episodes

Rank	Show	Episode Title	Rating
1.	Mad Men	Mad Men, The Final ...	9.2
2.	Real Housewives	Fakes-giving, Fake Friends	8.8
3.	The Blacklist	The Kingmaker (No. 42)	8.7
4.	Revenge	Revolution	8.6
5.	The Following	Scored	8.5
6.	Survivor	Cayenne	8.4
7.	RuPaul's Drag Race	Glamour Queen	8.3
8.	Castle	Law & Boarder	8.2
9.	Real Housewives	Reunion Part II	8.1
10.	Once Upon a Time	A Curious Thing	8.0
11.	Chopped	Season 12	7.9
12.	Private Lives of Nashville Wives	Season 2	7.8

All Categories ▾

Top Seasons

Rank	Show	Season	Rating
1.	RuPaul's Drag Race	Season 7	9.2
2.	Survivor	Season 39	8.8
3.	RuPaul's Drag Race: Untucked	Season 1	8.7
4.	Nashville	Season 6	8.6
5.	Revenge	Season 3	8.5
6.	Mad Men	Season 7	8.4
7.	Real Housewives	Season 7	8.3
8.	Once Upon a Time	Season 4	8.2
9.	Castle	Season 6	8.1
10.	Chopped	Season 12	8.0
11.	Private Lives of Nashville Wives	Season 2	7.9
12.	Dynasty	Season 4	7.8



The US Version: 'RuPaul's Drag Race'

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
- The *RuPaul's Drag Race* Facebook page has over 1.6 million likes
- RuPaul has over 725,000 Twitter followers and over 910,000 Facebook likes
- *RuPaul's Drag Race Queens* are a digital army with more than 11 million Facebook likes, 13 million Instagram followers, and over 6 million Twitter followers



 RuPaul @RuPaul Follow

If U can't love your #selfie, how in da hell U gonna love somebody else

7:10 PM - 19 May 2014 Reply Retweet Favorite

 RuPaul @RuPaul Follow

 RuPaul @RuPaul Follow

Eat, pray, twerk.

Reply Retweet Favorite More

 RuPaul @RuPaul Follow

What other people think of me is none of my business

6:11 PM - 1 Mar 2011





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 (singer, *American Horror Story*), Demi Lovato (singer), Ariana Grande (singer), Miley Cyrus (singer), Neil Patrick Harris (*How I Met Your Mother*), Paula Abdul (*American Idol*), Khloé Kardashian (*Keeping Up with the Kardashians*), Adam Lambert (*American Idol*, *Glee*), Kelly Osbourne (*Fashion Police*), Pamela Anderson (*Baywatch*), Vanessa Williams (*Desperate Housewives*, *Ugly Betty*), Sharon Osbourne (*The Osbournes*, *Americas Got Talent*), Nicole Richie (television personality), Faith Evans (singer), Debbie Harry (singer), Chanel Iman (model), Gigi Hadid (model), Marc Jacobs (fashion designer), Todrick Hall (singer and internet personality), Vivica A. Fox (*Independence Day*), Amy Sedaris (*Strangers with Candy*), and more



Lady Gaga @ladygaga

Following

Can I PLEASE be a judge on drag race!
@RuPaul I started out in these club, these women taught me how to serve!

Reply Retweeted FAVORITED More

2,929 RETWEETS 2,649 FAVORITES



Khloé @khloekardashian

Follow

RuPaul's Drag Race.... I love seeing the transformations and costumes

Reply Retweet Favorite More

RETWEETS 389 FAVORITES 75



Rihanna @rihanna

Follow

Pretty bitches are so annoying #myfave
[instagr.am/p/L162W6BM4T/](https://www.instagram.com/p/L162W6BM4T/)

Reply Retweet Favorite More

RETWEETS 1,493 FAVORITES 659



Nicki Minaj @NICKIMINAJ

Follow

My RuPaul Drag Race audition tape.
Commercial shoot yesterday. Lisa Fischer -
How can i ease the pain mypinkfriday.com/news/188343

Reply Retweet Favorite More

RETWEETS 712 FAVORITES 600





Chilean Version: The Switch – Drag Race

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 Megavision 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 76 thousand followers on Twitter and 35 thousand Likes on Facebook



Commissioning Broadcaster:
Mega Chile

Producer:
Mega Chile, World of Wonder

Duration:
Season 1: 24 x 120'
Season 2: 34 x 120'

Scheduling:
Weekly – Primetime

TX Details:
- Season 1 aired from October 2015 to January 2016
- Season 2 will start airing early 2017

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





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