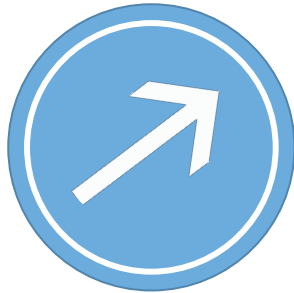


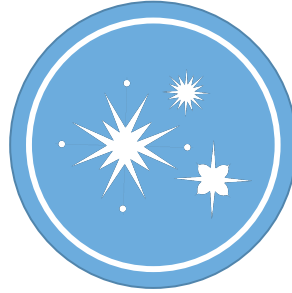
**REALNESS JUST  
GOT REALER**



# THE RUPAUL PHENOMENON



Logo's highest rated series  
100 episodes, across 8 seasons



A hit across all platforms  
including television, iTunes, &  
Netflix



*Drag Race* has had the same  
success across genders. Men  
18-49 (+36%), and Women  
18-49 (+33%)

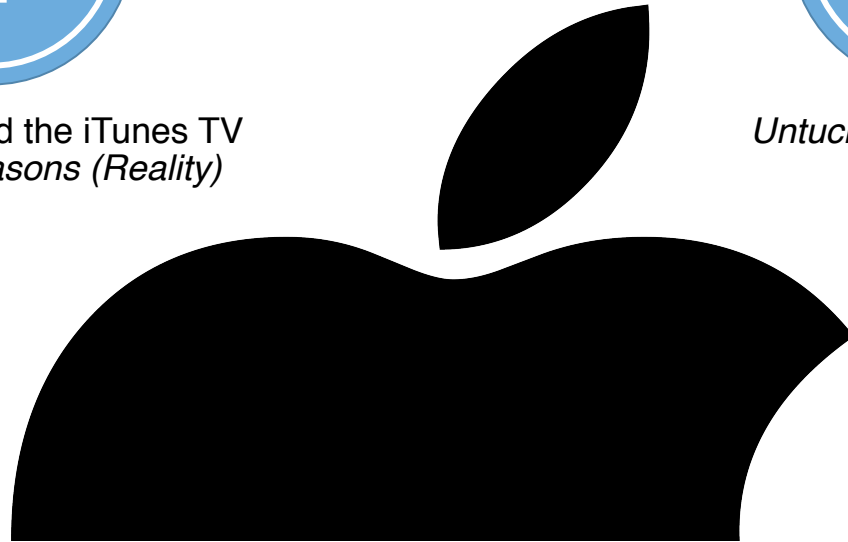
# iTunes Success



Season 7 topped the iTunes TV charts *Top Seasons (Reality)*



*Untucked* came in at #7



# TV Phenomenon





RuPaul's Drag Race: Untucked has 80 episodes and 7 seasons



Gay for Play Game Show Staring RuPaul launches in the spring



RuPaul's Drag Race: All Stars has 14 episodes and 2 seasons and 6 Untucked



RuPaul's Drag U has 26 episodes and 3 seasons

# Social Media Phenomenon





**The RuPaul's Drag Race Facebook fan pages has over 1.6 million likes**



**RuPaul has over 720,00 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's DragCon has over 86K Facebook likes and is continuously growing with the success of its second year in 2016**

# Celebrity Phenomenon





# Celebrity Phenomenon

Ariana Grande Jessica Alba Kat Dennings John Waters Rebecca Romijn Isaac Mizrahi Alyssa Milano Michael Urie Olivia Newton-John Neil Patrick Harris Paula Abdul Khloé Kardashian Adam Lambert Kathy Griffin Jesse Tyler Ferguson Kelly Osbourne Chloë Sevigny Pamela Anderson Vanessa Williams Sharon Osbourne Fantasia Barrino Rick Fox Wayne Brady La Toya Jackson Tori Spelling Dita Von Teese Aisha Tyler Henry Rollins Linda Blair Brittany Snow Jennifer Love Hewitt Debbie Reynolds Natalie Cole Bob Mackie Carmen Electra Wynonna Judd Clinton Kelly Rose McGowan Amber Riley Wilmer Valderrama Busy Phillips Lily Tomlin Pauley Perrette Camille Grammer

The image shows a screenshot of four tweets from Twitter. The tweets are arranged in a 2x2 grid. Each tweet includes the user's profile picture, name, handle, and a 'Follow' button. The tweets are as follows:

- 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!" (2,929 Retweets, 2,649 Favorites)
- Khloé** (@khloekardashian) - Follow: "RuPaul's Drag Race... I love seeing the transformations and costumes" (389 Retweets, 75 Favorites)
- Rihanna** (@rihanna) - Follow: "Pretty bitches are so annoying #myfave [instagram.com/p/L162W6BM4T/](https://www.instagram.com/p/L162W6BM4T/)" (1,493 Retweets, 659 Favorites)
- 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](http://mypinkfriday.com/news/188343)" (712 Retweets, 600 Favorites)



**Miley Cyrus at the live taping of  
RuPaul's Drag Race Season 7  
Finale in 2015.**



*Lady Gaga performs with RuPaul on the ABC Muppet  
Thanksgiving Special 2013.*

# Awards Phenomenon





# Award-Winning Phenomenon



In 2016 RuPaul won an **Emmy** for **Outstanding Host For A Reality Program**

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 2012, RuPaul won **Best Host at the Factual Entertainment Awards** and *RuPaul's Drag Race* won **Best Studio-based Competition Series**

In 2012 and 2013, TV.com named RuPaul as **Best Reality Show Judge/Host** and *RuPaul's Drag Race* as **Best Reality Competition Series**

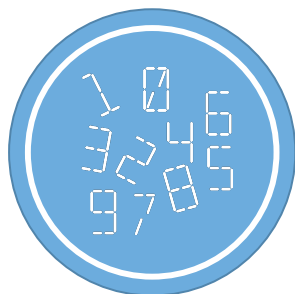
In a 2013 national poll at RyanSeacrest.com, *RuPaul's Drag Race* was voted as the **#1 Reality Competition Show**, beating out *The Voice* and *Dancing with the Stars*

# Convention Phenomenon



Bianca Del Rio Adore Delano Jinkx Monsoon Katya Pearl Ginger Minj Violet Chachki Raja Raven Alyssa Edwards Chad Michaels Sharon Needles Alaska Daniel Franzese Sheryl Lee Ralph Martha Wash Jordin Sparks

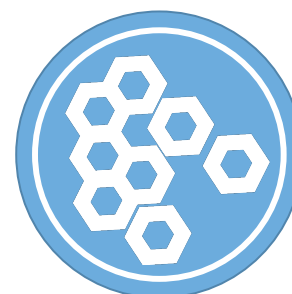
# 2016



Over 22,000 Fans



Over 100 Guests



Over 200 Vendors

MarcoMarco Anastasia Beverly Hills NYX Cosmetics T-Mobile OUT TV Manic Panic Hustler Hollywood Barefoot Wine and Bubbly LOGO TV Delta Airlines Lyft Cirque Du Soleil: Zumanity

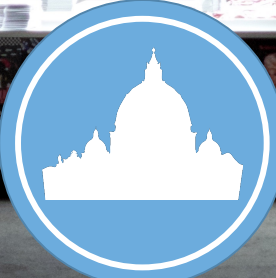


# WORLD OF WONDER

OFFICIAL DRAG CON MERCH

OFFICIAL DRAG CON MERCH

DragCon 2016 was even bigger!



DragCon tripled the floor space to 210,000 square feet

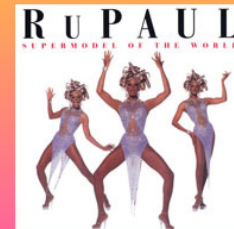
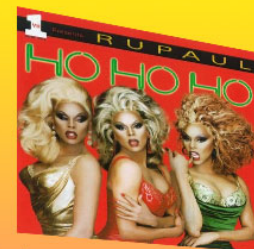


Ru VIP Experience sold out in 5 minutes

# Music Phenomenon







1

Released in the spring of 2014,  
RuPaul's album, Born Naked hit  
#1 on the iTunes Dance Charts.

6

Released in March of 2015,  
RuPaul's album, Realness hit #6  
on Billboard Charts.



RUPAUL  
REALNESS



RuPaul released his second Christmas album in 2015. *Slay Belles* features artist's such as Michelle Visage, Big Freedia, Markaholic, Ellis Miah, Todrick Hall and Siedah Garrett.

# RuPaul's *Billboard* History

The "Born Naked" album is the highest rated Billboard debut of RuPaul's career

13 entries on the Dance Club Songs chart, including two No. 1 singles: "Back to My Roots" and "A Shade Shadey (Now Prance)"

Three Billboard Hot 100 hits, including a 20-week run for debut single, "Supermodel (You Better Work)"

Five charting hits on the Heatseekers Albums chart, including the No. 1 "Supermodel of the World"

Five entries on the Dance/Electronic Albums chart

Four hits on the Dance/Electronic Songs chart, including his most recent entry: "Sissy That Walk"

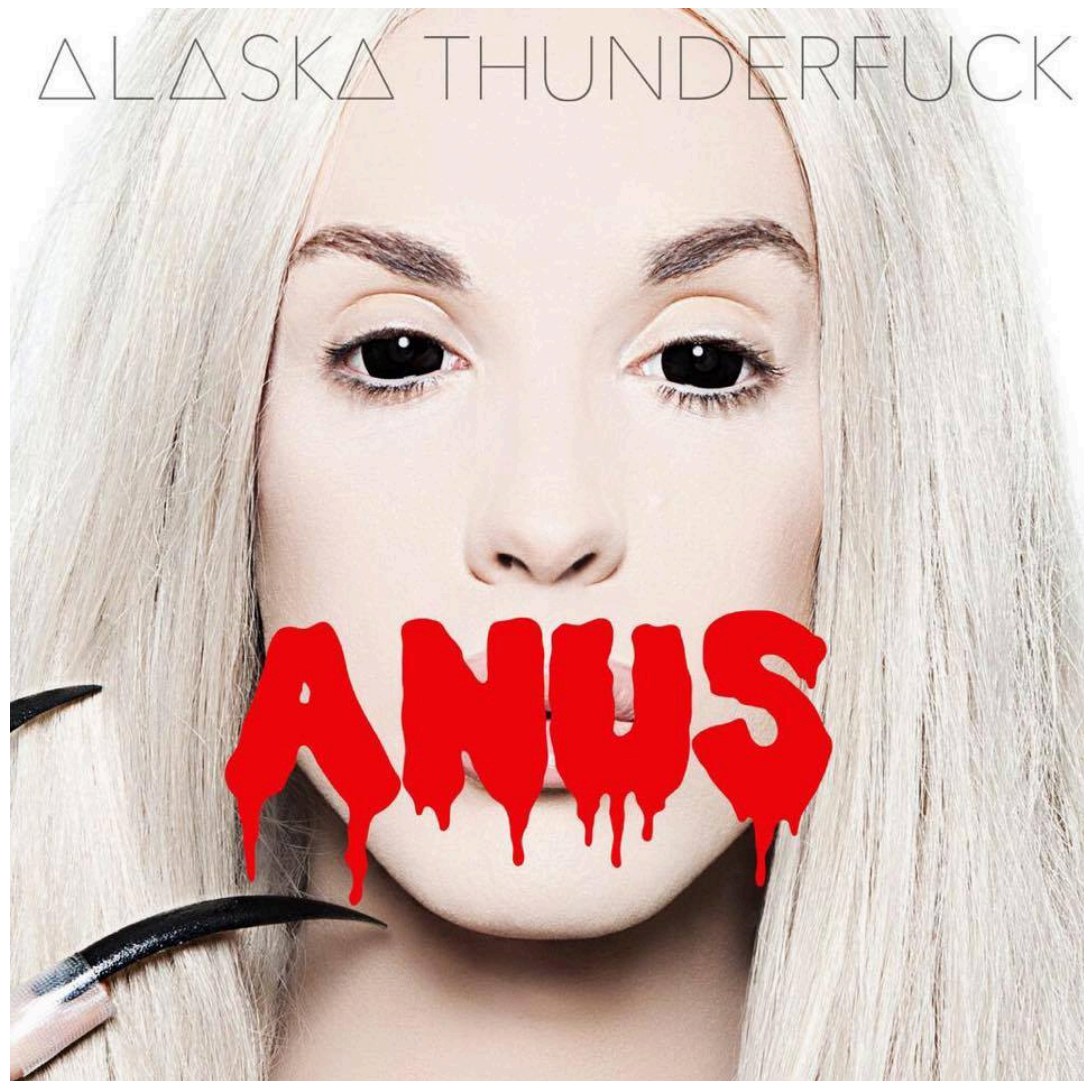
RuPaul's albums "Champion" and "Glamazon" – featuring songs from *RuPaul's Drag Race* season 1 through 5 – have both topped the Billboard Dance Charts on several occasions



Drag Race contestants, such as, Adore Delano, Alaska Thunderfuck, Sharon Needles and many more have used the show to help kick start their music careers with 88 singles and 15 albums!

**Adore Delano Released her album Till Death Do Us Party in 2014**

**Alaska Thunderfuck released her  
album Anus in 2015**



# Product Phenomenon













# Press Phenomenon



THE VOICE OF MEDIA VOL. LV NO. 29 AUGUST 11-24, 2014

# ADWEEK



## The Queen Of Product Placement

RuPaul's Drag Race revs up brand integrations on reality TV, putting sponsors in the fast lane.  
By David Gianatasio

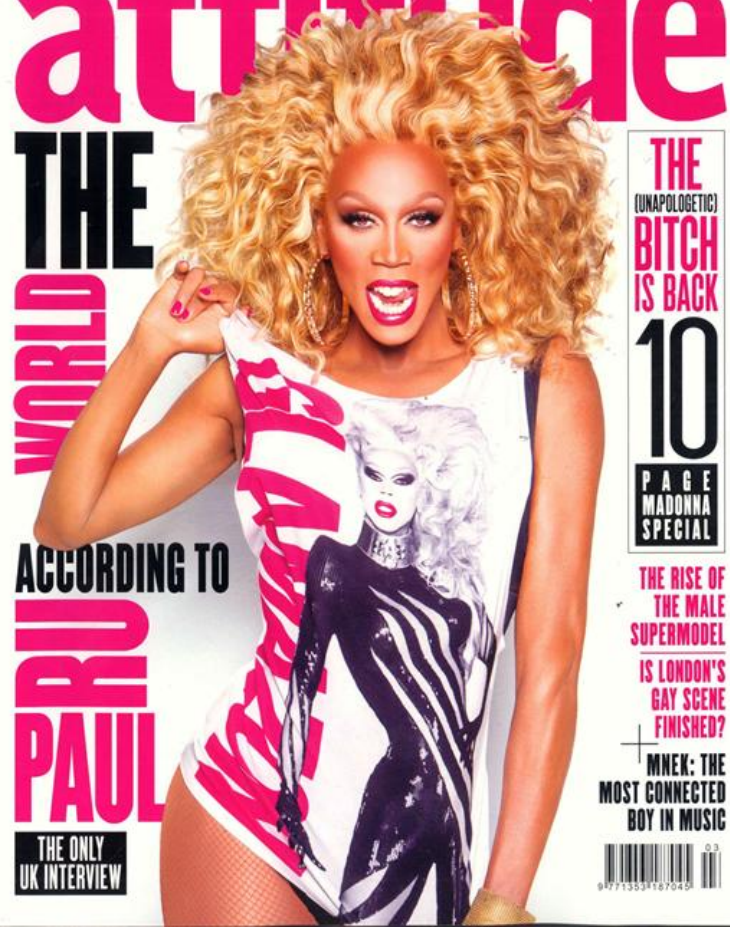
— WHEN ATTITUDE MET JAMIE DORNAN —

THE UK'S BEST-SELLING & AWARD-WINNING GAY MAGAZINE

# attitude

THE *Style* ISSUE

ATTITUDE.CO.UK  
APRIL 2015 £4.95



THE  
WORLD  
ACCORDING TO  
RU  
PAUL


THE  
(UNAPOLOGETIC)  
BITCH  
IS BACK  
10  
PAGE  
MADONNA  
SPECIAL

THE RISE OF  
THE MALE  
SUPERMODEL  
IS LONDON'S  
GAY SCENE  
FINISHED?  
MNEK: THE  
MOST CONNECTED  
BOY IN MUSIC

THE ONLY  
UK INTERVIEW



## RuPaul on 'Drag Race,' Brand-New Album & the 'Gayest' Show on TV

By Keith Caulfield  | February 24, 2015 10:00 AM EST

### Los Angeles Times

RuPaul gives drag queens the royal treatment  
Older and younger men bond and compete on 'Drag Race,' seen on Logo.

### The New York Times

In Drag, It Turns Out, There Are Second Acts  
For RuPaul, A Second Act with 'Drag Race'

**Mirror**

Lady Gaga celebrates finishing ARTPOP with RuPaul  
and some even HUGER hair

***THE***  
***Hollywood***  
**REPORTER**

by Seth Abramovitch

## RuPaul, Inc.: Advice From a Business-Savvy Drag Queen



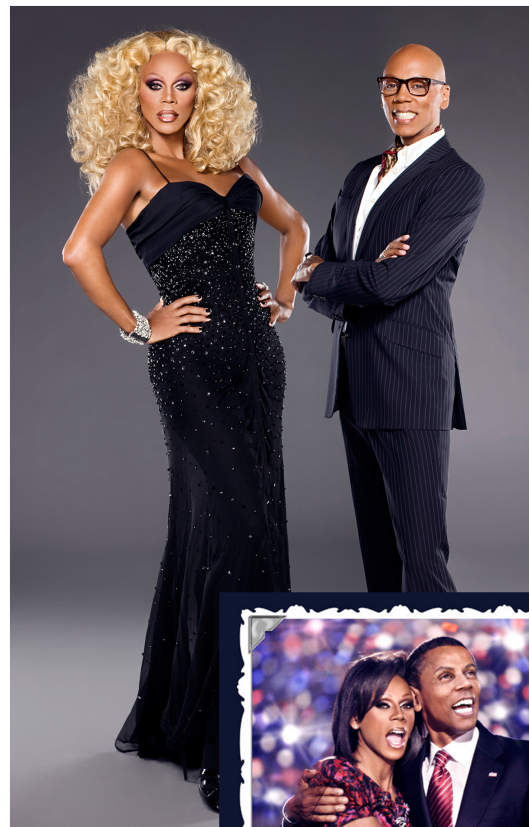
As his Logo reality show breaks ratings records, the world's most successful gender-bender (and Wyoming ranch owner!) talks to THR about signing with CAA and using Apple as his business model.

**SPIN**

**RUPAUL RUNS THE  
WORLD**



On the 20th Anniversary of "Supermodel (You Better Work)," the towering Queen of All Media is both revered and more relevant than ever, presiding over a compulsively watchable drag race to fabulousness. JULIANNE ESCOBEDO SHEPHERD laughs and cries with the inspiring performer behind the empire.



# The New York Times

## 'RuPaul's Drag Race' Highlights the Struggle for Acceptance

By JENNA WORTHAM MAY 15, 2016



Drag lives to be weird, to mock conformity, and pokes hole in the artifice of normativity, exposing the notion of fixed identity and gender as an inherently flawed premise. "Drag Race," which in every episode asks competitors to construct new identities and costumes, lives to point out that our meat suits can be altered, that anyone can paint and sew a new persona, that all appearances are illusions anyway.

# The Washington Post

Arts and Entertainment | Analysis

## 'RuPaul's Drag Race' is more than a TV show. It's a movement.

By Ryan Carey-Mahoney August 24



There's an overarching authenticity that runs deeply through the show: Over the course of the series, there have been 100 contestants of all shapes, ages and races, each able to speak to the portion of the queer community they represent.



**SPIN**

VOGUE

*VARIETY*

The New York Times

**billboard**

The Washington Post

*Rolling Stone*

---

Los Angeles Times

**attitude**

**Mirror**

**FRONTIERS**MEDIA

*THE*  
*Hollywood*  
**REPORTER**

**ADWEEK**