

# Grandpas Over Flowers

Reality



## Four Veteran Stars Undertake A Trip Of A Lifetime

### Synopsis

**Grandpas Over Flowers** is a high-rating, heart-warming format featuring four veteran stars and their porter as they hit the road on a special kind of backpacking trip. The season one finale set a ratings record in South Korea. This unique adventure format series takes four beloved actors travelling through Europe. Like college kids they are on a limited budget, with a list of places to see and things to do, all in a short amount of time. They are accompanied by a youthful porter, who turns out to be the comedic foil. **Grandpas Over Flowers** is a feisty, funny and fantastic record-breaking ratings hit across all demos.



### Key Selling Points

- The **first** Korean reality show to be adapted by a **major broadcast network** in the **USA**, set to be adapted by Hollywood producers Craig Zadan and Neil Meron for **NBC**.
- **Remake success**, the format was adapted and well received in **China** by **Dragon TV**.
- **Spin-off success**, adaptation of *Sisters Over Flowers* by **Dragon TV** in **China** debuted with an impressive **156%** higher share than the premiere of *Dancing with the Stars*!
- **Cultural success**: it sparked a trend of programs in Korea with older celebrities in leading roles with phenomenal social media response as young viewers found the show unique and relatable.
- **Season 3 Grandpas Over Flowers: Papas of Olympus** broadcasting **9 episodes** in **Spring 2015** on **tvN (South Korea)**.
- The original 7-episode series premiered in July 2013 on **tvN (South Korea)** promptly setting a **ratings records** (6.62%: the **best-ever** premiere rating in Korean **cable TV history**, average ratings are 1%). **59%** of the viewing audience were females aged between 20-29. Due to the huge public response, additional episodes was rushed into production followed by a second season in Spain, plus **spin-off** and **scripted** versions.