

# Better Late Than Never

Reality



## Four Veteran Stars Embark on the Trip of a Lifetime

### Synopsis

**Better Late Than Never** is the heart-warming format featuring four veteran stars and their porter as they hit the road on a fish-out-of-water, backpacking adventure of a lifetime.

This unique adventure format series sees four entertainment legends navigating unfamiliar cultures and settings as they travel to various countries and fulfill challenges to tick off their “bucket-list”.

The highly anticipated U.S. version is based on the ratings-winning original format, **Grandpas Over Flowers**, which secured record-breaking figures on tvN, South Korea.



### Key Selling Points

- **Better Late Than Never** premiered on 23<sup>rd</sup> August 2016 and was the #1 entertainment show in its 10pm slot across the whole series and was immediately renewed for a second season.
- The U.S. adaptation features actors **William Shatner** and **Henry Winkler**, American football legend **Terry Bradshaw** and world champion boxer **George Foreman**. Produced by Hollywood producers **Craig Zadan** and **Neil Meron**.
- **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**, broadcast in Spring 2015 on tvN (South Korea).