

# 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 format can also include an additional layer/twist which follows each star as they discover their roots in the country they’re visiting.

The smash hit 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** was the #1 entertainment show in its 10pm slot across the whole series during its run on NBC in 2017, immediately renewed for a second season.
- Season 2 was a ratings hit on NBC. The show increased ratings each week and the season finale increased ratings by over 22%.
- The U.S. adaptation features actors William Shatner and Henry Winkler, American football legend Terry Bradshaw and world champion boxer George Foreman.
- International adaptations: *Grandpas Over Flowers* is now being produced in a growing number of territories including Italy, Turkey, Israel, France and Russia.
- Three seasons produced in South Korea, one season in China. With the addition of spin-off series in both territories.
- 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*!

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