



World of Wonder (WOW), the multi-E Emmy® award-winning company, is working with third party agent **O4 Media** to expand their hugely successful **Drag Race** brand across Asia including Thailand, India, Japan, Singapore and South Korea.

O4 Media will represent the *Drag Race* television format in multiple territories working closely with originators of *Drag Race*, World of Wonder.

Since it launched in 2009, the record-breaking Emmy® award-winning competition series, **RuPaul's Drag Race**, has become a worldwide phenomenon, bringing the art of drag to the mainstream. Working with local partners across the globe, World of Wonder has co-produced over 700 hours of *Drag Race* content. Through localised versions of the format, which include the UK, France, Italy, Canada, Spain and 'Down Under' (Australia and New Zealand), drag queens from all around the world put their charisma, uniqueness, nerve, and talent to the test in the search for the coveted title of Next Drag Superstar.

O4 Media will also be introducing broadcasters across Asia to the new successful series **Secret Celebrity Drag Race**, where the nation's top celebrities pull off a showstopping lip sync performance whilst using the magic of drag to create a new persona whilst hiding their true identity from the audience until they exit the show. This is a primetime entertainment show introducing the art of drag to family audiences.

The agreement was struck with Gary Pudney, Founder and Managing Director O4 Media. Pudney says: *"We're super excited to be involved with a format that champions diversity and inclusivity at such a high level. Having already been produced in nearly 20 countries and with a huge number of international awards under its belt, we can't wait to make a difference and expand on Drag Race productions in Asia. World of Wonder are absolute trail blazers in the industry. We are delighted to be working together."*

Fenton Bailey, Founder World of Wonder, says: *"Gary and his team at O4 Media have a strong reputation and great contacts across Asia. It is really important to us that Drag Race is supported by a passionate team as we identify the right broadcast and production partners across Asia. We know we are in great hands, and we are excited to be bringing Drag Race to audiences across Asia and sharing in the joy of all things drag!"*

O4 Media and World of Wonder will be at ATF in Singapore in December working together to expand on the success of *Drag Race Philippines*, which was HBO Go's highest rated series in the Philippines, when it premiered earlier this year. The series, and its companion series *Untucked* – which brings viewers even more behind the scenes action - has been commissioned for a second season.

About O4 Media Ltd

O4 Media showcases culture and connects content creators and producers from the East to the West and from the West to the East.

Led by industry veteran Gary Pudney and his head of sales and acquisitions, Nixon Lim, the O4 team has over 100 years of combined experience in content distribution and acquisitions with an expansive network. O4 Media is headquartered in Hong Kong with a strategically positioned global team based in Hong Kong, Manila, Mexico City and Australia.

About World of Wonder

The award-winning, LA-based media company, World of Wonder, has been at the forefront of shaping popular culture for over 30 years – producing pioneering LGBTQ+ scripted and documentary content across television, film, and digital platforms, earning 30 Emmys, inspiring 2 Oscars, creating global network WOW Presents Plus across 190 territories, and bringing drag culture to the world stage via RuPaul’s Drag Race and DragCon.

Its television portfolio includes global phenomenon and Emmy-award winning franchise, *RuPaul’s Drag Race* (VH1/Logo/WOW Presents Plus), *Million Dollar Listing LA & NY* (Bravo), and *Big Freedia: Queen of Bounce* (Fuse). World of Wonder’s documentary strand, WOW Docs, includes its ground-breaking documentaries *Mapplethorpe: Look at the Pictures*, *Party Monster*, and *The Eyes of Tammy Faye*.

The company has also created its owned-and-operated streaming service, WOW Presents Plus, which features World of Wonder-produced content and operates in over 190 territories, as well as YouTube channel WOWPresents, music label World of Wonder Records, WOW Podcast Network, and the world’s largest drag culture convention, RuPaul’s DragCon.

Co-founders Fenton Bailey and Randy Barbato have been profiled in *Variety’s* Reality TV Impact Report. Honours for their trailblazing work include the IDA Pioneer Award, *Realscreen’s* Global 100 list, and the *OUT 100*. Most recently, World of Wonder was ranked #2 among film and TV powerhouses in *Fast Company’s* World’s 50 Most Innovative Companies.