

THE ULTIMATE ADVENTURE RACE REALITY FORMAT



# peking express



A LIFE CHANGING EXPERIENCE



# THE ULTIMATE ADVENTURE RACE REALITY FORMAT

Entertaining audiences since 2004.

Long-running, prime time hit show in France, Italy, Hungary, Romania & Poland.

Bumper ratings in all markets & across all target audiences.

Over 55 series produced.

Broadcast in 17 countries to date.

Prime Time, daily and weekly versions.

Companion programming and a suite of spin-off formats available.



## CONCEPT

Peking Express takes 16 people on an epic journey that money can't buy. Eight teams race against each other criss-crossing unknown countries & continents for a cash prize.

With a travel budget of **ONLY ONE DOLLAR A DAY** at their disposal, the teams race to their destination by hitchhiking. They will have to convince locals to give them shelter - a place to sleep - and feed them,

for free. The participants will have to rely on all their wits, talent and social skills to overcome the many challenges.

Peking Express is a relentless & challenging race through some of the most beautiful parts of the world. The contestants will meet fascinating people, encounter rich and diverse cultures and, above all, they'll discover themselves.

A wide-angle photograph of a desert landscape. In the foreground, a camel with a rider is walking across the sand. The rider is wearing a white shirt and a red backpack. A man in a red jacket and shorts is walking alongside the camel, holding a lead. The background features large, layered rock formations and sand dunes under a clear sky.

# A GRIPPING ADVENTURE - COMPELLING STORY TELLING

The pressure of an unrelenting race competition, set in an “exotic” and challenging “fish out of water” environment delivers **dramatic and engaging reality content** in spades.

Overarching and dynamic story-telling drive each episode and steer the series to its climactic final destination; the winning finish line.

# EXPLORING THE GLOBE

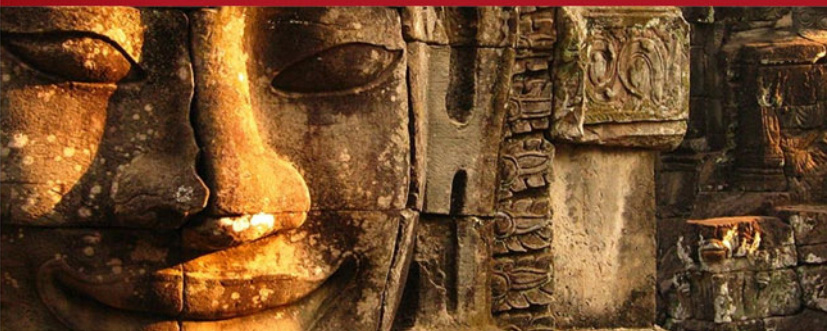
Eccholine currently has over 12, tried & tested, proven, safe & secure, international routes available across Asia, Latin-America, Africa, the Middle East and Europe.

Scalable according to the available budget and at the client's request.





# ROUTE OF THE DRAGON



## VIETNAM > LAOS > CAMBODIA > THAILAND



# PHILIPPINES > TAIWAN > JAPAN



ROUTE OF THE  
**RISING  
SUN**

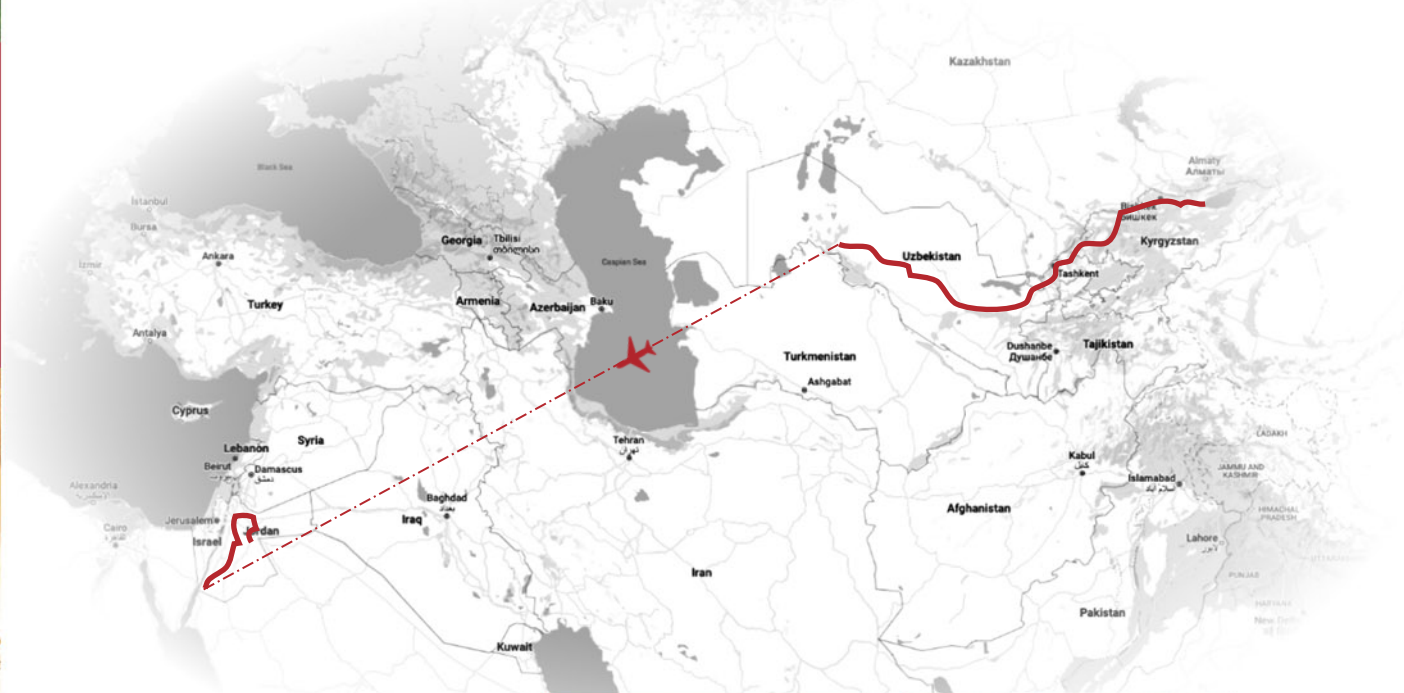




# KYRGYZSTAN > UZBEKISTAN > JORDAN



## ROUTE OF THE ROYAL EAGLE





# MISSIONS & GAMES

As if taking part in a relentless race through unfamiliar countries isn't hard enough, the teams will have to complete missions & take part in games on their way to the end destination.

Missions & games are designed to be **meaning- and impactful.**

If a team completes a mission successfully, they will receive an advantage that can help them in the race in the future.

The games allow the contestants to win valuable amulets.\*

Missions and games are always staged at iconic locations and are often inspired by the local culture.

\* An amulet is a good luck charm that represents prize money and/or can provide immunity





## PHILIPPINE PARTY MISSION

The teams are instructed to organize a birthday party inside the homes of some less fortunate local families.

After receiving a name and address, the contestants set off to buy presents and a birthday cake in Manila, the capital city of the Philippines.



The contestants use pedicabs to get to the heart of the old city center: the Intramuros Slums.

A confrontational, yet beautifully heart-warming mission that will leave nobody untouched.





## TAIWANESE OPERA MISSION



The contestants have to perform a scene from a well-known Taiwanese opera.

Before they can take to the stage, they'll join a traditional opera company where the cast and crew will introduce them to the age-old, popular art-form.

The cast & crew will prepare the couples for their stage debut. They'll teach them all about the importance of the make-up and

costumes and will train them in the choreography and performance.

Miss Lynn, a local expert, will scrutinize the couple's performances. She will judge them on their costumes, make-up, mime, dance and artistic interpretation. Couples that fail to impress Miss Lynn will be penalized. They'll have to start the next leg of the race with a 15-minute delay.





## KYRGYZSTAN NOMAD GAMES



The 3 first teams to reach the log-in qualify to play.

Nomad games are based on mastering traditional Kyrgyz skills, including horse-riding, falconry, building a Yurt, rodeo and archery.

The teams are paired with a local family who will share their skills and prepare their foreign guests for the competition.

A woman with a red headband and a grey tank top is smiling and talking to a group of people in a doorway. The background shows a woman in a pink and blue sari and another woman in a red and black sari. The scene is set in a doorway with a white wall and a wooden door frame.

# SOCIAL & CULTURAL AWARENESS

We are always aware and respectful of the local culture, customs & religions of the areas that we visit.

In order to adhere to specific local restrictions, we have developed an extensive catalogue of exciting, gender neutral games that do not reference and/or use elements of the local culture & customs.

Understanding & respecting local sensitivities has allowed us to film in some of the most extraordinary, well guarded and beautiful locations in the world.

# RESPONSIBILITIES OF THE PRODUCTION PARTNERS

## **Line production: Eccholine**

Responsible for designing (“mapping”) the route. Obtaining all the required permits, safety & security, local equipment, accommodation, local transport, meals, technical facilities, devising missions and constructing & operating the games.

## **Country production: designated production company.**

The designated production company is chosen by the broadcast client. They are responsible for delivering the local language series for their broadcast market.

The country production company handles casting, native language crew, presenter, script, editorial control and postproduction.





Eccholine is proud to work with the very best, most talented, and most experienced production executives in the business.

Since we highly value the contributions that all our team members make, we continue to invest in our human capital. As a result, we have built up an unrivalled network of skilled collaborators around the world.

To ensure that the format remains “current & fresh” and to respond to changing trends and market conditions, we have developed a catalogue of format extensions/spin-offs and companion programming.

**INVESTING IN PEOPLE  
AND DEVELOPMENT**

# eccholine

making **BIG FORMATS** happen

PLEASE CONTACT:

ECCHOLINE BV

LUC@ECCHOLINE.COM

+34 699 057 208



THE PENNILESS BACKPACK RACE



Recommended series: daily & weekly episodes 45' - 120'

A format by: **4MAT4**

Line produced by: **eccholine**