



AHEAD OF THEIR TIME

DOCUMENTARIES / FACTUAL

BUSINESS

Ahead Of Their Time S2

Get exclusive insights from the founders of The Lonely Planet and Airbnb. They were trailblazers in the travel industry who went against the grain. Garmin and Fitbit: pioneers who took fantasy ideas of wearables and turned them into reality. Trailblazers like Rude Health and Vitasoy who transformed alternative milk from yuck to yum. And trendsetters F45 and Zumba who instigated new movements in fitness and wellness.

Narrator: Stephanie Bovis

从 The Lonely Planet 和 Airbnb 的创始人那里获得独家见解。他们是旅游业的开拓者，与粮食背道而驰。Garmin 和 Fitbit：将可穿戴设备的幻想想法变为现实的前驱。开拓者喜欢 Rude Health 和 Vitasoy，他们将替代牛奶从 yuck 转变为 yum。还有引领健身和健康新运动的时尚人士 F45 和 Zumba。

旁述: Stephanie Bovis

For sales enquiries on content distribution:

Grace Chia gracechia@mediacorp.com.sg
Pamela Teo pamelateoww@mediacorp.com.sg
Tracy Sim tracysim@mediacorp.com.sg
<http://contentdistribution.mediacorp.sg>

Episodes: 4 x 60 minutes
Producer: Sora Media Pte Ltd
Distributor: Mediacorp



Episode 1: Airbnb & Lonely Planet

Before we trusted the average joe dishing out travel advice, we only trusted travel experts. These trailblazers broke the norm, disrupting the travel industry and bringing about the age of do-it-yourself, independent travel. Lonely Planet with its iconic guidebooks since the 1970s, and Airbnb with its unique home-sharing proposition that changed how people perceived travel accommodation.

Episode 2: Fitbit & Garmin

How did wearables go from a fantasy idea in sci-fi and spy movies to the smartwatches and tracking gadgets we now wear?

Pioneers ushered in this new reality of what consumers have come to expect today, like Garmin who turned their GPS prowess into devices for athletes, and Fitbit who led the consumer health movement from clip-ons to our wrists.

Episode 3: Rude Health & Vitasoy

Dairy is no longer your only choice when it comes to milk or mylk, the term for plant-based milk alternatives. And we have trailblazing entrepreneurs to thank for that, like Vitasoy who first made soy milk for refugees and then into a creamy drink that's stood the test of time. And pushing for non-dairy options in the UK, Rude Health who turned a kitchen-table operation into one of the region's best-loved brands.

Episode 4: Trendsetters Of The Fitness Industry

We are always looking for the new trend to make us feel, look and live better. But few brands have created fitness phenomenon that have captivated consumers worldwide and shaped the entire industry.

Zumba with its distinctive dance fitness movement fueled by a network of instructors, and F45 whose high-intensity workout franchise is sweeping through the world.