



**REALIST**

**VERTICAL DRAMA  
INTERNATIONAL FESTIVAL**

**MOSCOW**

**JULY 10-20, 2026**

**REALIST**

# ABOUT THE FESTIVAL

The first festival in Russia and one of the first festivals globally dedicated to microdramas and vertical series

The Festival will run **ONLINE** within the vertical app and online platform in parallel with an **OFFLINE** industry b2b program and master classes in Moscow



Dates: July 10–20



# FESTIVAL & B2B

**25 countries** have been invited for participation in the Festival

**“Focus on…”** section within the Program dedicated to vertical content from selected countries

**“Genre days”** section to introduce different genres of vertical series to the audience.

Panels on the future of vertical content in CIS will be part of the **OFFLINE b2b Program**

**“Decomposing microdrama”**: Master classes from top vertical drama creators

**All top Russian VOD platforms participation**





# WHY RUSSIA? WHY MOSCOW?

**RUSSIA IS AN EMERGING VERTICAL DRAMA MARKET WHERE THE CHINESE GROWTH PLAYBOOK CAN BE REPLICATED.**

The landscape of platforms and main players is still being established:

- High consumption of short-form video content across existing platforms
- Top SVOD players have launched vertical viewing
- Lower vertical content saturation in comparison to top microdrama markets
- Vertical-first production ecosystem is still being established ⇒ strong demand for format rights
- Locally-shot microdramas number is growing
- Monetization patterns for vertical apps are still being resolved

👉 **Strong demand with a clear content gap — ideal entry point**

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# THE FESTIVAL AS YOUR MARKET ENTRY PLATFORM

The Realist festival and B2B industry event is your gateway to the Russian vertical drama market.

It offers:

- Opportunity to test your content with **real audience**
- **Direct access** to local platforms and prospect of distribution
- Extensive **PR value**

## Event PR value

The total potential reach of the festival's coverage in federal and regional media, as well as on social media, is expected to reach approximately **30-35 million audience** contacts.



# REALIST TEAM



**Anton Kalinkin**

President of the festival

producer, director

Founder of the **REALIST** Web Series Festival

Festival Owner:

**PILOT** (Online and TV Series Festival)

**KOROCHKE** (Short Film and First Film Festival)

**CHITKA** (Film Adaptation Festival)

Organizer of the main film awards in the country



**Zhan Prosyanyov**

Director of Business Development,  
Chill Platform



**Katerina Pshenitsyna**

Program Director

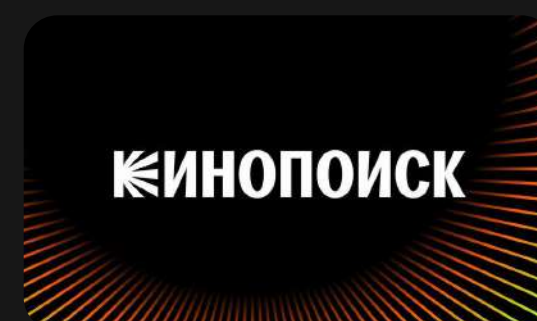
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# FESTIVAL PLATFORM AND PARTNERS

**CHILL**

Festival will run on Chill online platform and app – both account for 2.5 million monthly visitors

All major VOD platforms in Russia are partnering with the Realist festival on the first ever vertical event in the country:



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# FESTIVAL COMPETITION PROGRAM

## Two sections:

- Competition
- Out-of-Competition

## Competition Awards:

- Best Classic Microdrama
- Best Genre Vertical Series/Microdrama
- Most Outstanding Character
- Best Animated Vertical Series
- Best Vertical Unscripted Series/Show
- Grand Prix

Winners to be selected **by the audience**. Viewers **vote directly on the platform**

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# ELIGIBILITY REQUIREMENTS FOR FESTIVAL SUBMISSION

## Eligible formats:

- Microdramas
- Vertical series
- Animated vertical series
- All genres, including unscripted content

## Out-of-Competition:

- Projects produced after January 1, 2025 or currently in production

## Competition:

- Projects not previously released in Russia in any online media
- Produced after January 1, 2025 or currently in production

## Submission format:

- Total runtime: 3–10 minutes
- Any number of episodes within this limit

**Submission of applications:** May 12th – June 20th 2026

# CONTACT US:

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