

Interview Show

АКТЁРСКАЯ СТУДИЯ

A man with a bald head and black-rimmed glasses is seated in a dark, possibly leather, chair. He is wearing a black leather jacket over a dark shirt. His hands are clasped together, holding a black clipboard. He is looking directly at the camera with a slight smile. The background is dark and textured, resembling a wall or a curtain. Large, white, serif capital letters are overlaid on the image, reading 'АКТЁРСКАЯ' on the top line and 'СТУДИЯ' on the bottom line. The text is partially obscured by the man's head and hands.

*ВАДИМА
ВЕРНИКА
Season 2*

CHALLENGE



In today's media landscape, theater and the acting profession are often portrayed superficially. Public attention tends to focus on the visible side of success rather than the depth of the creative process and the artist's inner work.

At the same time, there is a clear lack of public formats that speak about theater and film in a thoughtful, professional way, foster cultural dialogue, and preserve the continuity of theatrical tradition for a wide audience.

Timeline

September 2025 - February 2026



YOUNG AUDIENCE

Ages 16-25

Sees creative professions as a path to self-realization and looks for honest, educational content about the acting profession.

ADULT AUDIENCE

Ages 25-55

Consumes cultural content and values deep, meaningful conversations about art.

PROFESSIONAL COMMUNITY

Ages 25-55

Representatives of theater, film, and related creative industries.

GOAL

To build a thoughtful and reflective audience within the Russian-speaking digital space — one that is engaged with the needs of the theater and film industry and attractive to advertisers.

OBJECTIVES

To reveal the acting and directing professions from the inside through professional experience, personal stories, and reflection.

To increase audience interest in theater and film and deepen understanding of the creative process.

To combine educational, cultural, and media functions within a single format

COMMUNICATION STRATEGY



The project's communication strategy focuses on strengthening ties with the professional theater and film community while expanding its audience through integration into major cultural events.

Between Seasons 1 and 2, the project moved beyond the studio format and became part of two major industry festivals — Theatre Boulevard and New Season.

In Moscow, the project launched its own stage with a series of offline events and online broadcasts. In Sochi, it operated its own interview studio for festival participants.

TACTICS & CREATIVE APPROACH

The project is built around regular, high-quality content featuring leading voices from theater and film, distributed on major digital platforms with broad reach (VK Video and Kino Mail) through the following creative solutions:

An “acting studio” format — an intimate setting that creates the feel of a private professional conversation.

Vadim Vernik, theater critic, acts not as a journalist but as an equal conversation partner deeply immersed in the guests’ craft.

A move away from rigid scripting in favor of a live and honest dialogue.

The in-studio audience includes theater students and creative professionals who can ask questions directly.

A focus on professional journeys, inner conflicts, and artistic choices rather than celebrity gossip or scandals.

Provocative yet meaningful episode titles that capture the essence of each conversation and boost audience engagement.

TACTICS & CREATIVE APPROACH

Season 2 includes 12 full-length episodes featuring leading actors and directors:

Anya Chipovskaya, Irina Starshenbaum, Miloš Biković, Anna Snatkina, Zhora Kryzhovnikov, Evgeny Tkachuk, Elizaveta Boyarskaya, Fyodor Bondarchuk, Artyom Bystrov, Vladimir Mashkov, Konstantin Bogomolov, Viktor Sukhorukov.

The project was promoted both within the platform and through external channels, including placement on the media facade of the Oktyabr Cinema and seeded distribution through specialized Telegram channels.

Audience response was monitored *throughout the season*, while views continued to accumulate over time.

RESULTS

Key Season 2 Metrics

1,01M

average views per
episode

14,5 min

average watch time

18,4 min

total viewing time
(TVT 30+)

**«Theatre Boulevard»
«New Season»**

project integration into industry festivals*

* This demonstrates the project's successful integration into the cultural and professional industry landscape.