



RUSSIA

INDOCTRINATION OF A NATION

52' & 70'

DIRECTED BY

**KSENIA BOLCHAKOVA &
VERONIKA DORMAN**

**PRESS KIT EXPORT PRIZE
UNIFRANCE 2024**

france•5

CAPA

newen
connect



**AN UNPRECEDENTED JOURNEY
INTO THE HEART OF A
BRAINWASHED SOCIETY**

“HEART-RENDING”

L'OBS

“UPLIFTING”

LA CROIX

“RARE”

TÉLÉRAMA

“ESSENTIAL”

LE MONDE

ABOUT THE FILM



GENRE: Investigation & Social Issues

FORMAT: 52' & 70'

PRODUCER: CAPA

DIRECTORS: Ksenia Bolchakova, Veronika Dorman

COMMISSIONER: France 5

TX DATE: April 16, 2023

On February 24, 2022, Russia invaded Ukraine. Part of the population cheered while the others watched in silent disgust. Although the entire world is horrified by this anachronistic war in the heart of Europe, the Russians have more or less willingly backed the “special operation” to “denazify” a formerly sister nation.

Patriotic indoctrination, propaganda, muzzled media, single party rule, our film investigates how Putin’s Russia has become that of a people that doesn’t react and toes the line. An in-depth investigation into the inner workings of Russia’s repressive machine.



A GLOBAL HIT

“A must-see documentary that, in the current international geopolitical context, offers key insights to understand the world we live in and that is still relevant today.”

Chloé Persyn

Head of Factual at Newen Connect

BROADCAST ON FRANCE 5
IN PRIME TIME, THE FILM ACHIEVED THE

2nd

BEST MARKET SHARE

IN THE CHANNEL'S HISTORY,
WITH MORE THAN **1.4M VIEWERS**

SOLD IN

2000

TERRITORIES

THANKS TO OUR PARTNERS

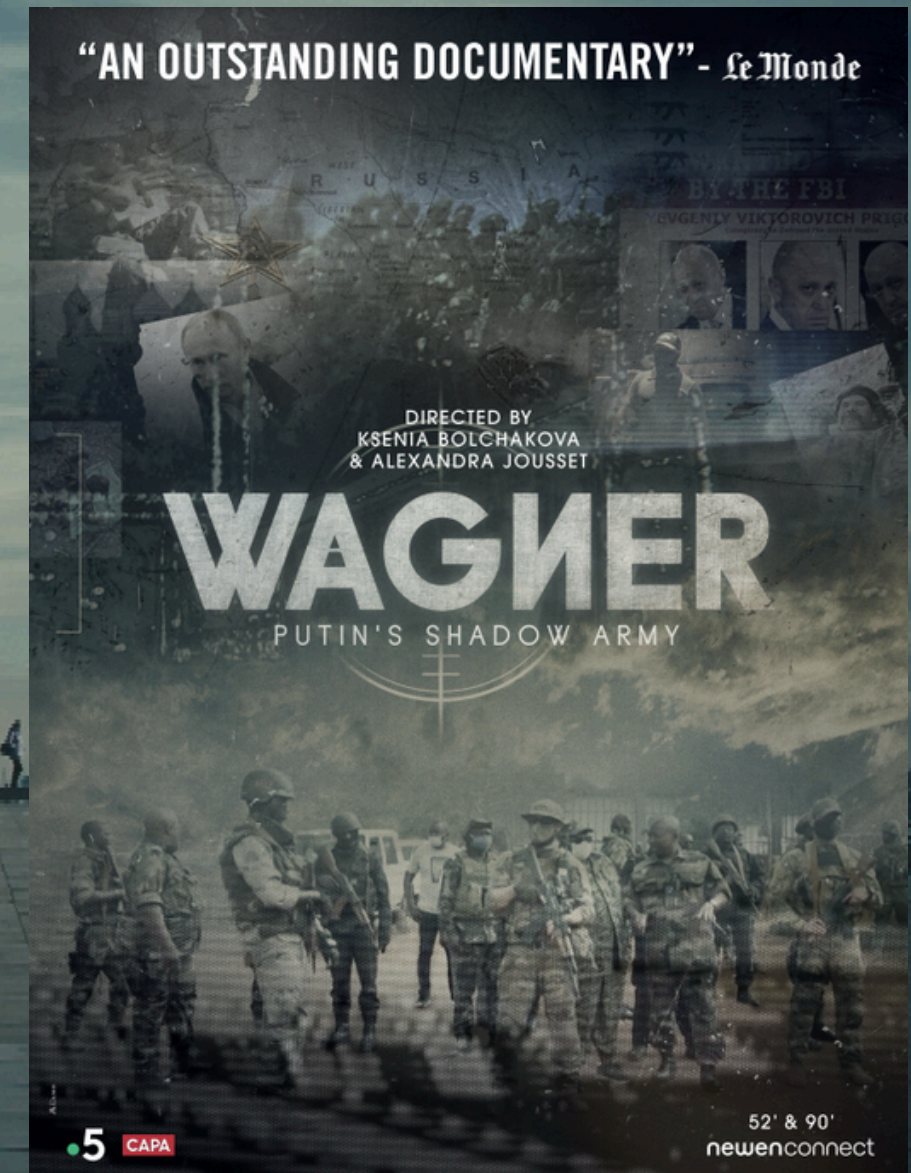
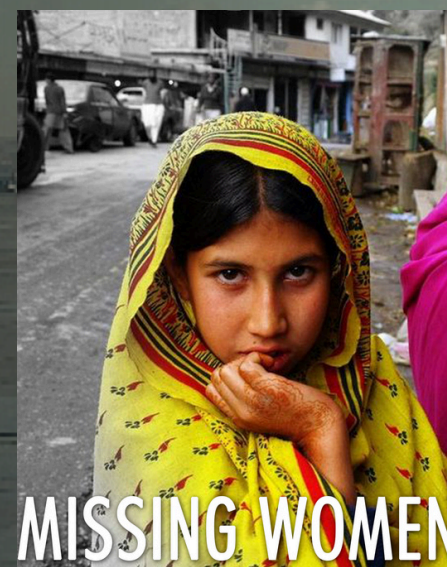
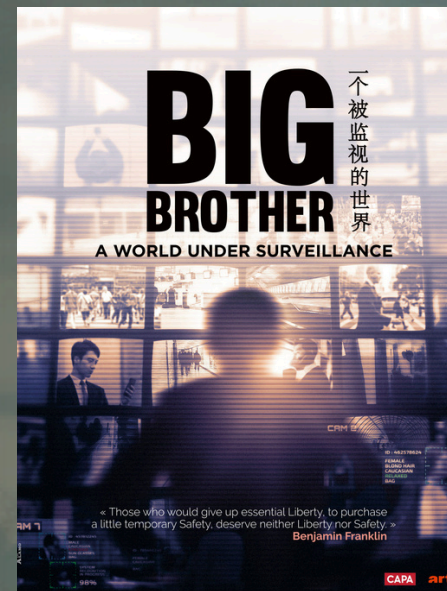


SIGNATURE CRAFT BY CAPA

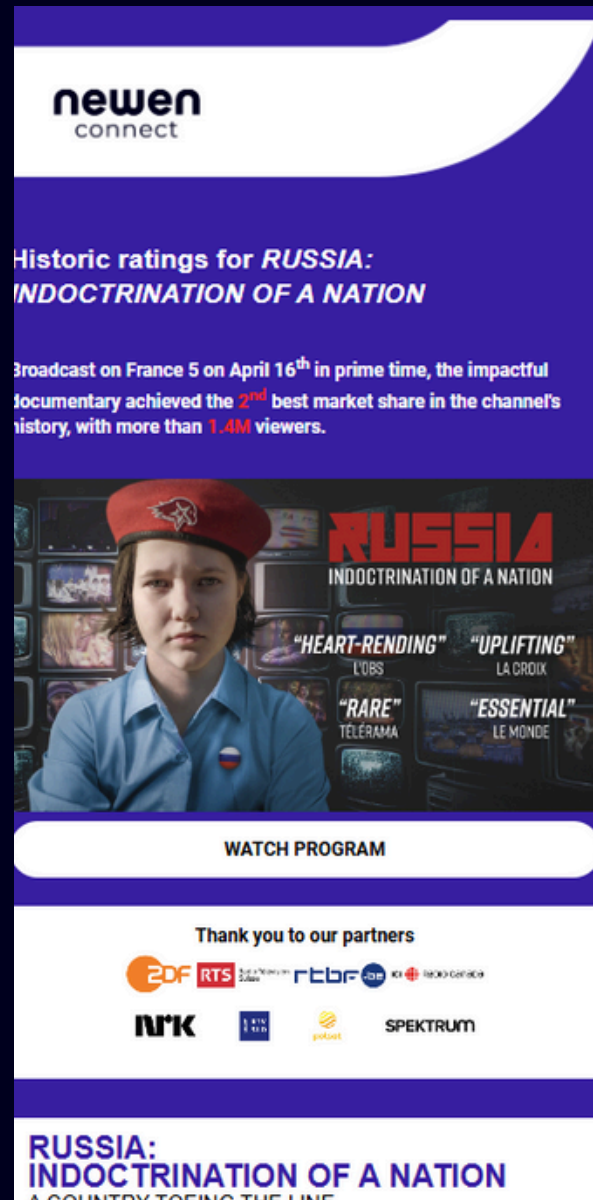
Founded in 1989 to "tell all the worlds," CAPA has become a signature in documentary production. Now part of Newen, a TF1 subsidiary, CAPA creates around 100 hours of programming annually for French and international broadcasters. Known for high-quality, acclaimed films, CAPA has been recognized at top festivals like BANFF and the International Emmy Awards, often achieving record ratings.

Alexandra Jousset and Ksenia Bolchakova received the **Prix Albert Londres** for **WAGNER** - the French equivalent of the Pulitzer Prize.

Russia: Indoctrination of a Nation was nominated in the "Over 40-Minute International Competition" category at the International Festival of Investigative Reporting (FIGRA).



MARKETING ACTIONS



NEWSLETTER
sent to XX clients
in April 2023,
post-broadcast




INTERNATIONAL KEY ART
PROMOREEL
PITCH DECK
DIGITAL LINE-UPS



Highlighted at markets
E.g. MipTV 2022



A group of young women, likely a school or military band, are shown in a room. They are wearing red short-sleeved shirts and red berets. One woman in the foreground is adjusting the beret of another woman. A third woman in the foreground is looking towards the right. The background shows a window with a grid pattern and a white wall with a pipe.

Cast your vote to make *Russia: Indoctrination of a Nation* stand out at the Unifrance 2024 Export Awards.



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