

Press Release

BETA FILM TO HOST MIPCOM 2018 PRE-OPENING TV SCREENING WITH RUSSIAN DRAMA *TRIGGER*



Paris, 4 September 2018 – [MIPCOM](#) announces today that Russian drama series '**Trigger**' will be featured as this year's Pre-Opening TV Screening on **Sunday, October 14**, at 6.30pm in the Grand Auditorium of the Palais des Festivals.

The world's entertainment content market MIPCOM takes place in Cannes, France, from 15-18 October.

Produced by Russia's **Sreda** Production for **Channel One Russia** and distributed internationally by **Beta Film**, 'Trigger' is a 16-hour drama series written by Andrey Zolotarev and Leo Murzenko, directed by Dmitry Turin, and starring Maxim Matveev, Roman Mayakin, Svetlana Ivanova, Viktoria Maslova and Igor Kostolevsky.

Maxim Matveev and **Viktoria Maslova** will take part in a Q&A session following the screening which is open to all MIPCOM delegates.

'Trigger' features Artem, a Moscow-based psychologist who practices 'provocative therapy' - a cure for patients by confronting them with their fears. When a patient apparently commits suicide, Artem is held responsible and is sent to prison. Once free, he starts rebuilding his life by immediately taking on a new case, trying to get his wife back, protecting his sister from her violent boyfriend and attempting to prove who really killed his patient.

"Trigger combines everything that high-end drama requires: a truly intriguing protagonist, dramatic storytelling at the height of the art, and exceptional, authentic talent throughout. We are pleased to present one of the most ambitious projects of the growing Russian fiction market to an international audience. We are sure the outstanding quality and international look of 'Trigger' will spark a bond with a wide range of viewers worldwide," said Christian Gockel, EVP International Sales and Acquisitions, Beta Film.

"We created a TV series about a psychologist who practices provocative therapy. Though there have been a fair share of TV series about psychologists, there hasn't been one this shrill. Our character lives on the brink as he successfully saves the souls of others while very nearly destroying himself," said Alexander Tsekalo, Main Producer, and Alexandra Remizova, Creative Producer, Sreda.

"We are thrilled to showcase 'Trigger' at the Pre-Opening TV Screening held on the eve of MIPCOM. This prolongs the "Russian Content Revolution" focus initiated at the show last year and further reflects Russia's creativity in TV fiction. Distribution by Beta Film at MIPCOM once again demonstrates the growing international interest for high-end Russian drama which we have witnessed in recent years," said Laurine Garaude, Director of Reed MIDEM's Television Division. "With 'Trigger' we have a fast-paced, suspense drama commissioned by a broadcaster - Channel One Russia - that is committed to top-quality content with international appeal."

In addition to 'Trigger,' the MIPCOM World Premiere TV Screenings include Showtime/CBS International Studios' **'Escape at Dannemora,'** Movistar+/Telefonica's **'The Pier'** and Nippon TV's Asian World Premiere TV Screening of **'Way Too Kawaii!'**

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