

PRESS RELEASE

SEIF: AUDIENCE RECORD RATINGS REGISTERED FOR “LA CONFESSIONE” BY PETER GOMEZ

The episode featuring Fedez as a guest reached a record of over 700,000 viewers and an average share of 2.3%

Rome 6 December 2019 - SEIF (Società Editoriale Il Fatto S.p.A.), media content provider listed on the AIM Italia market of Borsa Italiana and in Paris on Euronext Growth, announces the positive results of the first episode of the new season of “La Confessione” conducted by Peter Gomez and produced by Loft Produzioni for Discovery Italia.

The episode of December 5, broadcasted on channel Nove, had Fedez, an Italian rapper, as a special guest and registered over 554,000 viewers, with an average share of 2.3%. The record was reached with a total of 706,000 viewers and a share of 2.8%. The broadcast was the sixth most commented program of the evening on social networks.

SOCIETÀ EDITORIALE IL FATTO S.P.A. (SEIF) is an independent media company, founded in Rome in 2009 and led by Cinzia Monteverdi, Chairman and CEO. The company publishes several editorial and multimedia products, including Il Fatto Quotidiano, founded by Antonio Padellaro and directed by Marco Travaglio, the website ilfattoquotidiano.it and the monthly magazine FQ Millennium, directed by Peter Gomez, the publishing company Paper First and the TV and multimedia content platform Loft. Recently, SEIF has undertaken a process of diversification to become more and more a media content provider at 360° degrees, starting a strategy of development of its products in digital key and data driven.

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