

PRESS RELEASE

**SEIF: "Sono le venti" by Peter Gomez, produced by Loft Produzioni
for Discovery Italia, debuts with 230,000 viewers**

***The show is the second most commented on social medias in the evening, overcoming all
newscasts***

Rome, January 21st, 2020 - SEIF S.p.A. ("Società Editoriale Il Fatto") media content provider, company whose shares are traded both on AIM Italia of Borsa Italiana and on Euronext Growth Paris, announces the good audience results for the first episode of **"Sono le venti - L'informazione che si vede"**, the new show produced by Loft Produzioni for Discovery Italia, conducted by **Peter Gomez** under the artistic direction of **Duccio Forzano** on air from Monday to Friday on Nove TV channel.

The show debuted last night with **230,000 viewers, +18%** compared to the average of the programs broadcasted on Nove at the same time, and it was the **second most commented on social medias** in the evening, overcoming all newscasts.

Special guest of the first episode was the Italian Prime Minister Giuseppe Conte.

"*Sono le venti*" focuses on current events, devoting thirty minutes to in-depth analysis of the daily news together with the leading characters of the day, but also on the interaction with viewers who can send questions and video contributions, and with whom Peter Gomez will comment on the news and interventions of the guests.

The innovative nature of the show is also reflected in the TV studio, whose scenography is developed by Dario Cavaletti with the artistic direction of Duccio Forzano, composed of large digital totems on which news and images will flow, while Peter Gomez will launch the themes of the day from the interactive desk

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. **Loft Produzioni is the television production branch of SEIF, and aims to sell formats and documentaries to third-party broadcasters.**

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