

**PRESS RELEASE**

**SEIF: RECORD NUMBER OF VIEWERS YESTERDAY FOR "ACCORDI & DISACCORDI", WITH THE PARTICIPATION OF ITALIAN PREMIER GIUSEPPE CONTE**

***The program, broadcast exceptionally in prime time by Discovery Italia's channel "NOVE" reached a peak of 1 million spectators***

Rome, 2nd April 2020 - Record of viewers yesterday for "Accordi & Disaccordi", program created by Loft Produzioni, TV production branch of SEIF (Società Editoriale Il Fatto), media content provider and editor of several editorial and multimedial products.

"Accordi & Disaccordi", produced for Discovery Italia and weekly broadcast by "NOVE", was aired yesterday evening exceptionally in prime time at 9:25 pm, hosting the Italian Premier Giuseppe Conte, connected from his official residence in Palazzo Chigi.

Premier Conte discussed extraordinary measures launched by the Government about the whole Covid-19 emergency, which was also the subject of a subsequent debate in the TV studio. The program also hosted other guests, including the director and actor Carlo Verdone, who in these days has joined the artists mobilization in favor of the Roman hospitals Spallanzani and Gemelli.

The episode was seen by 826.000 viewers, representing a 2,8% share of the total audience, reaching a peak of 1 million viewers during Giuseppe Conte's participation. This was the highest number of spectators ever recorded by the program, which was the eighth most watched program on air yesterday.

"Accordi & Disaccordi", in its second edition, is a weekly talk show co-hosted by Andrea Scanzi and Luca Sommi. Regular guest is Marco Travaglio, together with many other protagonists of the Italian political, economic and cultural scenario.

Broadcast by NOVE, the program is also available on Channel 9 DTT, Channel 145 on Sky and Channel 9 on Tivùsat, as well as on Dplay (on the website [www.it.dplay.com](http://www.it.dplay.com) – or via app).

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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](http://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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