

PRESS RELEASE

SEIF LAUNCHES “CARTACANTA – IL QUIZ”

A new TV program hosted by Marco Travaglio with Selvaggia Lucarelli, available from July 13th on the LOFT TV platform

Rome, 9th July 2020 – **SEIF (Società Editoriale Il Fatto)**, media content provider listed on AIM Italia and on Euronext Growth, announces the launch of **CARTACANTA – IL QUIZ**, a new TV program by Loft Produzioni, the company branch specialized in TV production.

The show, available on the **LOFT** TV platform from Monday 13th July, will be hosted by Marco Travaglio with Selvaggia Lucarelli. A classic quiz show, two journalists who want to have fun by playing an unusual role, many questions about the most incredible topics from politics and news, and three players, who will compete only for the sake of the game.

Every episode of **CARTACANTA** will consist of three phases: during the first two phases each player will try to get more points than his/her opponents. In the third phase the winner, champion of the episode, will face Marco Travaglio alone, in a final face-to-face game.

The questions of the quiz will regard significant events and protagonists of the latest decades, and will be asked in a way aimed at stimulating the reasoning and the fun of the players and, of course, of the spectators.

The Editor in Chief of *Il Fatto Quotidiano* debuts in the unusual role of a quiz host, with Selvaggia Lucarelli on his side as an exceptional notary.

An original format that will conquer readers of the newspaper, spectators and users from the web, thanks to the caustic and ironic style typical of the two journalists.

The five episodes will be available on the LOFT TV platform (on the website www.iloft.it or via app Loft).

Cinzia Monteverdi, CEO of SEIF, commented: *"CARTACANTA is a new challenge for Loft Produzioni: a quiz show, a TV genre focused not only on information, but also on entertainment and on the use of new languages, with the aim of reaching different types of spectators. In this way we are also preparing for the coming novelties that will regard both technology, with the launch of a new version of the LOFT platform available on smart TVs, and content, with a production plan enriched with new TV formats".*

CARTACANTA – IL QUIZ is a program conceived by Marco Travaglio, written by Stefano Santucci with Francesco Lancia, Simona Riccardi, Flavio Grasso and Martina Tremante. Duccio Forzano is the art director and Matteo Forzano as director of the show. The quiz is produced by Loft Produzioni for the TV platform LOFT.

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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