

PRESS RELEASE

**SEIF: SUCCESSFUL EDITION VIA STREAMING FOR THE ANNUAL  
FESTIVAL OF IL FATTO QUOTIDIANO**

**Two and a half million views on social media and over a million contacts on  
ilfattoquotidiano.it**

*9th September 2020* – The 2020 edition of the annual Festival of Il Fatto Quotidiano, which took place at the company's headquarters in Rome on 4, 5 and 6 September, was broadcast entirely in streaming and was followed by millions of viewers.

All meetings and debates were broadcast on ilfattoquotidiano.it, on TvLoft platform (tvloft.it and App) and on the main social media of the publishing house.

During the three days, the event generated on social media over 2 and a half million views, while ilfattoquotidiano.it registered 1,1 million viewed pages and over 1 million contacts.

The digital edition of the Festival stimulated the participation of the public, who had the opportunity to interact live with guests asking questions: the posts on social media collected over 80.000 likes, 20.000 comments and 12.000 sharings.

**Cinzia Monteverdi, Chairman and CEO of SEIF, said:** “ *Also this year, with a very particular edition, our Festival stood out as an authoritative forum, from which important personalities created stimulating debates about crucial issues of politics, economy and information in our Country, able to engage millions of people. All this shows the strength of our community, which allows us to face today's situation with a good competitive advantage and to look to the future with confidence*”.

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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 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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