



PRESS RELEASE

"QUARTO GRADO" ENDS 2010 IN STYLE

GIUSEPPE FEYLES: "A PROGRAMME OF GREAT JOURNALISTIC RIGOUR"

MAURO CRIPPA: "AN IMPORTANT FEATURE OF ITALIAN TELEVISION AND MEDIAEST'S NEWS OUTPUT"

Quarto Grado ends its autumn 2010 run with yet another astounding result: 2,725,000 viewers and a 10.97% share. Now in its second series, the Videonews programme first launched in 2009 and presented by Salvo Sottile has hit the right prime time note and across 16 episodes (the first was broadcast on 5 September) has doubled its audience, rising from an average of 6.6% to 13.8% and reaching record peaks of more than 30%.

The audience has responded to a live programme that offers something really new: news, interviews, exclusive videos and first-hand accounts that have all contributed to bringing to the attention of a television audience some of the most complex and controversial news stories.

From the uncertainties surrounding the death in Perugia of Meredith Kercher to the disappearance of the fifteen-year-old from Monte S. Angelo Alessandro Ciavarella, and the disappearance of Yara Gambirasio to the brutal murder of Sarah Scazzi, *Quarto Grado* has remained faithful to its editorial line: to explain clearly and simply the surrounding aspects of each story.

In the Scazzi story, for example, which was brought to the forefront by the Retequattro programme well before other media outlets, *Quarto Grado* presented exclusive documents: from the news broadcast live of the arrest of Sabrina Misseri to the unseen video of the inspection of the garage by investigators with Michele Misseri.

Quarto Grado will return in prime time on Retequattro on Friday 7 January at 9.10 pm.

Declaration by Giuseppe Feyles, director of Retequattro:

"Quarto Grado has managed to be hugely popular while maintaining its journalistic rigour and has become a very important programme for Retequattro, which aims to give an account of reality in all its aspects; including the toughest. Special thanks go to the presenters Salvo Sottile and Sabrina Scampini, the coordinator Siria Magri, the editor Claudio Brachino and all of the formidable team at Videonews."

Declaration by Mauro Crippa, Mediaset's head of news and current affairs:

"In slightly less than a year, Quarto Grado has become feature of Italian television and Mediaest's news output. The programme has risen to a great challenge, that of prime time. The secret lies in a combination of simple language and investigative journalism that is rigorous and without frills. When journalism manages to be respectful of the victims and their families while also proving a stimulus in the search for the truth it provides an authentic public service. This was the aim of Quarto Grado and I believe it has been achieved."

Quarto Grado is a Videonews programme produced by Siria Magri, Sabrina Scampini and Salvo Sottile. Director Ermanno Corbella. Executive producer Simona Lazzarini.