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CONVENIENCE OF LIVE INTERNET AUCTIONS CAUSES SURGE IN DEMAND

In the last twelve months, ATG Media sold £13 million of lots through its live internet bidding portal www.the-saleroom.com, a 124% increase on the £5.7 million sold in the same period in the previous year. According to a recent survey of 896 successful bidders conducted by ATG Media, 43% said they use the site so they can bid on several auctions at the same time, within a short time span and 65% because it saves time and money on travel and accommodation. 21% of successful bidders said they use [the-saleroom.com](http://www.the-saleroom.com) because it enables them to bid on foreign or overseas auctions.

Anne Somers, CEO of ATG Media comments: "We are experiencing a huge surge in customer demand for online auctions through www.the-saleroom.com and the ease and convenience of being able to bid at multiple auctions online, is one of the main drivers for customers using our site. With all the chaos to travel these days it is no wonder that people are steering towards live internet auctions as you don't need to travel miles or search through pages of numerous printed catalogues - you can bid and buy from your home, office, garden or car, and browse the items online in your own time. We are confident that our customers are with us for the long term and we are excited about the future prospects for our business."

88% of users find [the-saleroom.com](http://www.the-saleroom.com) easy to use, 95% said that it's easy for them to find the lots of interest to them and 95% are satisfied with the live bidding functionality.

How easy is it to navigate your way through the-saleroom.com?

Extremely easy	41%
Easy	48%
Average	10%
Difficult	1%
Extremely difficult	0%

How easy is it for you to find the lots of interest to you?

Extremely easy	32%
Easy	62%
Difficult	6%
Extremely difficult	0%

Source: ATG Media

Ceramics and glassware (30 per cent) are the most popular items to buy at online auctions, followed by pictures (27 per cent) and then jewellery and watches (22 per cent).

Top 10 buying/collecting interests:

1	Ceramics & Glassware	30%
2	Pictures	27%
3	Jewelry & Watches	22%
4	Furniture	21%
5	Silver & Silver Plate	20%
6	Works of Art (all)	20%
7	Books & Manuscripts	19%
8	Dolls, Toys & Games	14%
9	Ephemera	13%
10	Clocks & Barometers	13%

Source: ATG Media

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Notes to editors:

ATG Media Ltd

ATG Media is the UK's leading provider of online live and timed auction software to the auction industry. Since 1971 we have been bringing together bidders and auctioneers from around the world. Our progressive outlook has earned us a pre-eminent international position in the fast-developing world of on-line auctions. The latter is experiencing exponential growth with the value of lots sold on-line increasing by 87% year on year and the number of bidders increasing by 47% year on year.

www.atgmedia.com