

## PRESS RELEASE

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### Online bidding transforming the fortunes of the traditional auction saleroom

The traditional auction house is going through a secret renaissance thanks to recent online developments that allow bidders from anywhere in the world to participate live in saleroom auctions. [The-saleroom.com](http://The-saleroom.com), a spin off from *Antiques Trade Gazette* magazine, enables auctioneers to include online bidders into their live saleroom auctions. On average this triples number of participants to an average saleroom (50+) with particular interest from bidders from the USA, China, France and Germany.

To-date, ATG Media the developers of the-saleroom.com, has hosted 5,500 live auctions online and will soon reach knocked down sales to online bidders of £100m. At a time when the economy is contracting this increase in trade has been welcomed by over 200 traditional auctioneers who use the service.

*“The-saleroom.com has transformed our business by finding us new UK and international bidders. We now sell over 25% of every sale online to bidders from around the world. This was unthinkable before. Furthermore, it’s not just about the successful bidders, it’s also about the huge level of interest the-saleroom.com generates for us globally,”* said Stephen Whittaker, Managing Director and Auctioneer, Fellows & Sons Auctioneers.

ATG Media has 40 years’ experience in bringing auctioneers and buyers together via the *Antiques Trade Gazette* – the bible of the art and antiques trade. ATG Media is privately owned and operated as a result of a management buyout in October 2010 from its former owner, Daily Mail and General Trust. The MBO was supported by Matrix Private Equity Partners.

*“We’re a great example of where the relationship between the management team and the private equity partner has really driven the business forward in the best possible way,”* said Anne Somers, CEO of ATG Media Ltd. *“We work very closely with Matrix and without them and their enthusiasm for what we’re doing the-saleroom.com would not be reaching the record sales levels it is at present,”* she concluded.

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### Further information

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### About ATG Media Ltd

ATG Media owns and runs [the-saleroom.com](http://the-saleroom.com) (Europe's premier art and antiques auction portal) and [i-bidder.com](http://i-bidder.com) (Europe's leading portal for industrial and commercial auctions). ATG Media is the exclusive international partner for [epailive.com](http://epailive.com) (China's leading art and antiques portal). ATG Media's technology powers partner sites [bidspotter.co.uk](http://bidspotter.co.uk) (the US's leading industrial auction site), Figaro Enchères (hosted on France's premier news website) and [lot-tissimo.com](http://lot-tissimo.com) (Germany's leading fine art and antique auction portal).

### Additional statistics

	2008	2011
Number of staff	50	74
Auctioneers who have used the-saleroom.com/i-bidder.com	95	340
Average registration per auction via ATG Media's sites	50	140
the-saleroom.com average registration per auction	65	170
Highest value lot sold on the-saleroom.com	Greek Coin	£125,000
Highest value lot sold on i-bidder.com	Crane	£140,000
Highest number of registrants at an auction via ATG Media's sites	Bamfords	783

### Client comments

*"The-saleroom.com has provided new business opportunities to its huge base of auctioneers in the UK and around the world. We're delighted to use its services which have helped us reach a global audience and increase our turnover. Its new international expansion will allow us to reach even more bidders in mainland Europe and China."*

Guy Schooling, Managing Director, Sworders Fine Art Auctioneers

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*“The-saleroom.com combines leading edge technology with an unrivalled and growing client base, thus offering a compelling e-commerce alternative to accessing what has historically been an old fashioned industry. We continue to be impressed by the-saleroom.com’s delivery of new buyers, many from a younger and tech-savvy demographic who we would otherwise not be able to reach.”*

Stephan Ludwig, Chairman, The Fine Art Auction Group

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