



## EBAY LAUNCHES SOTHEBY'S LIVE AUCTIONS EXPERIENCE

*Exclusive art and collectibles from Sotheby's live auctions in New York becoming available on eBay to 155 million active buyers*

NEW YORK – March 17, 2015 – Today, eBay (NASDAQ: EBAY) and Sotheby's (NYSE: BID) jointly announced the launch of the Sotheby's live auctions experience on eBay. Part of eBay's new live auctions platform, [ebay.com/sothebys](http://ebay.com/sothebys) is now available for browsing and advance bidding on Sotheby's unique items leading up to the launch of Sotheby's first live auctions on eBay on April 1. The experience enables art aficionados and casual collectors alike to participate in Sotheby's live auctions anytime, anywhere with the same confidence and access of those bidding in person in New York.

eBay and Sotheby's originally announced plans to partner on live auctions last July, and have since worked together to deliver an engaging virtual entrance to Sotheby's unique inventory. Sotheby's first live auctions on eBay will be a themed New York sale and a Photographs sale.

The New York sale is inspired by and celebrates the city through Prints, Photographs, Paintings, Sculptures, Silver, Books and Jewelry as well as iconic New York memorabilia such as the monumental sign atop Yankee Stadium from 1976-2008. The 13 letters, each 10 feet tall, are being offered from the collection of Yankee legend Reggie "Mr. October" Jackson. The Photographs sale features works from the 19th Century to Modernism to Post-War eras by many masters of the medium, including Paul Strand, Lee Friedlander, László Moholy-Nagy, and Man Ray. Buyers looking to view the online catalogue or to participate in these auctions can visit [www.ebay.com/sothebys](http://www.ebay.com/sothebys).

"We're very excited to bring live Sotheby's auctions to an exponentially larger audience of millions more collectors around the world through this partnership," said Bruno Vinciguerra, Sotheby's Chief Operating Officer. "This experience truly captures the best of both Sotheby's and eBay. The rich, smart new design and bidding technology, coupled with exclusive features like taste-maker curation, engaging video and articles, and the knowledge of Sotheby's experts on a tech-friendly and intuitive site will offer collectors a unique, welcoming experience."

Devin Wenig, President of eBay Marketplaces, said, "We've had a great response from our global community of buyers since launching live auctions last October — including sales of high-ticket items such as Elvis Presley's first record, which sold for \$300,000. Granting this kind of unprecedented access to art and collectibles, using an innovative technology platform, has opened the door for more people to appreciate and participate in bidding on exceptional works of art, antiques and collectibles. These items were previously only available to auction room floor bidders."

The Sotheby's live auctions destination features high-resolution images, hosted video capabilities, and live streaming audio and video. All participants – regardless of their location – will see the exact item offered in the Sotheby's New York salesroom and on eBay at the same time and have the ability to bid online in real time. The technology debuting within the Sotheby's live auctions experience will be the first use of live streaming audio and video anywhere on eBay.

eBay's live auctions platform brings a fresh perspective and new opportunities for its 155 million active buyers to discover, browse and acquire authentic, premium art and collectibles offered by hundreds of auction houses from around the world.

### **Sotheby's by the Numbers**

- Nearly 25% more buyers online in 2014 compared to previous year
- The *Collection of Mrs. Paul Mellon: Interiors* saw 71% of lots attracting online bids and nearly 30% of buyers were online.
- 75% of the lots in the Picasso Ceramics sale drew online bids
- John James Audubon's elephant-folio *The Birds of America* sold in April 2014 for \$3.5 million — marking a new record for an online purchase in a live auction at Sotheby's
- In 2014, mobile traffic accounted for 25% of total Sotheby's website traffic
- Ten lots sold for more than \$500,000 to online bidders across categories and salesrooms.

#### **eBay by the Numbers:**

- Live auctions is a highly engaging format. To-date, each eBay live auction buyer has already purchased an average close to four items from the new platform
- Collectibles accounted for nearly \$8 billion of GMV in 2014 with more than 36 million active buyers
- Each day on eBay, more than 3,500 auctions close with a price of >\$5,000
- eBay has 155 million global active buyers in 190 countries
- 50% of eBay Volume is touched by mobile
- eBay enabled \$28 billion in mobile commerce in 2014

**Tweet:** .@eBay launches @Sothebys Live Auction experience! For more info visit [#BIDive #eBayLiveAuctions](http://ctt.ec/TBRU2+#BIDive).

For more multimedia assets, visit [here](#).

#### **About eBay Marketplaces**

eBay is one of the world's largest online marketplaces, connecting people with the things they need and love virtually anytime, anywhere. eBay has 155 million active buyers globally and more than 800 million live individual and merchant listings at any given time. With mobile apps available in 190 countries, eBay delivers a personalized shopping experience and seamless access to inventory from down the street and around the world. Tailored shopping experiences customize buying and selling; and eBay provides variety and choice for sellers by enabling them to offer goods through online, mobile and local channels to consumers around the world. For more information, visit [www.ebay.com](http://www.ebay.com).

#### **About Sotheby's**

Sotheby's has been uniting collectors with world-class works of art since 1744. Sotheby's became the first international auction house when it expanded from London to New York (1955), the first to conduct sales in Hong Kong (1973) and France (2001), and the first international fine art auction house in China (2012). Today, Sotheby's presents auctions in eight different salesrooms, including New York, London, Hong Kong and Paris. Sotheby's offers collectors the resources of Sotheby's Financial Services, the world's only full-service art financing company, as well as private sale opportunities in more than 70 categories, including S|2, the gallery arm of Sotheby's Contemporary Art department, as well as Sotheby's Diamonds and Sotheby's Wine. Sotheby's has a global network of 90 offices in 40 countries and is the oldest company listed on the New York Stock Exchange (NYSE).

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