

## artnet Generated Immediate Engagement Opportunities Through MultiVu's Multimedia News Release

### BACKGROUND

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artnet is the place to buy, sell and research fine art online. artnet has been online since 1995 and is host to approximately 2,000,000 visitors each month. Through its Price Database of over 4 million auction sales results and its Gallery Network of over 2,200 galleries worldwide, artnet is the leading online resource for the international art market. With its recently launched Online Auctions, artnet has added a transaction platform to its successful information services.

artnet.com AG was incorporated under the laws of Germany in 1998. In 1999 Management took the company public on the Neuer Markt of the Frankfurt Stock Exchange. In 2002 artnet.com AG changed its name to artnet AG. Its principal holding is its wholly owned subsidiary, artnet Worldwide Corp., a New York corporation that was founded in 1989. On October 4, 2002 artnet AG left the Neuer Markt and is now listed at the Geregelter Market at the Frankfurt Stock Exchange.

### CHALLENGE (or OBJECTIVE)

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artnet Auctions launched in February 2008. This new online Auctions site features modern & contemporary fine art, prints and photographs. While it has quickly attracted a large number of online visitors, artnet sought to expand its reach to collectors worldwide – in particular those in Western Europe, Asia and the Middle East.

### TARGET AUDIENCE

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artnet Auctions' target audience is affluent individuals with an affinity for modern & contemporary fine art.

### SOLUTION

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As a company dedicated to visual assets and e-commerce, artnet needed a platform that would allow them to showcase these assets and create immediate engagement opportunities.

artnet chose to use Multimedia News Releases (MNR) produced and developed by MultiVu, PR Newswire's multimedia and broadcast division, to create a visually dynamic and interactive multimedia platform which would showcase their assets and information and drive action from their target audiences.

MultiVu customized the MNR for the numerous national and international audiences it would be targeted towards and distributed it globally over PR Newswire.

With the ability to integrate text, video, photos, social media links and a Call to Action button, the MNRs served as a way to build and direct web traffic towards artnet's website from audiences around the world.

## RESULTS/TESTIMONIAL

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artnet has now used MNRs to promote several themed auctions, including the ICONS auction of photographic portraits and a more recent auction of Urban and Street Art. "We are delighted with the results we have seen from using MNRs to promote our thematic auctions" said Sarah Bradley, Vice President of Marketing and Public Relations for artnet Worldwide. "We have seen a 5% increase in our international client base since our first MNR, and now have clients from as far away as Singapore and the United Arab Emirates bidding on our artworks."