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## **AMA launches live coverage of auctions**

PARIS, France – 4 June 2014 – Art Media Agency is launching live auction coverage, beginning with a report on the Contemporary evening sale, directly from Sotheby's France.

Over 50 articles (28 in both French and English, AMA's two languages of publication) were published during the hour-long sale which took place on 3 June. Articles were distributed on the AMA website, iPhone app, Google News, and the twitter feeds of both AMA and Sotheby's.

“We think that there should be other ways of writing about auctions,” explains Pierre Naquin, founder of A&F Markets and Director of Publications at Art Media Agency. “By providing this service, we are communicating the exciting buzz at the heart of this type of public sale.”

“The live coverage provided by AMA is a direct and immediate account of our results, reflecting the profile of a sale organised by the department of contemporary art,” declares Stefano Moreni, director of the department of Contemporary Art Sotheby's France. “It is a pertinent indication of the selected works and a live account of the tendencies of the current market.”

The articles — averaging over 200 words each — communicate the interest and history behind the works, the atmosphere at the sale as well as the live results.

“Only AMA is able to provide the team necessary to prepare and carry out such operations,” states Antoine Cadeo de Iturbide, Director of Operations at A&F Markets. “We are proud of our continually innovative approach to the art market.”

Art Media Agency, the first news agency specialised in the art market, started in January 2011, and currently holds an archive of close to 15,000 articles, available in both French and in English. Over 150 news items are written each week in both languages.

Various content licenses are available, allowing content from AMA to be re-used in a number of contexts.

**Founded in 2010, Art Media Agency is the first and only news agency dedicated to the art market. All articles are available via [www.artmediaagency.com](http://www.artmediaagency.com) as well as Twitter (@artmediaagency.com).**

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