

ENTERTAINING IDEAS

New TV Network Focuses On Adrenaline-Fueled Live Auctions



(NAPSA)—Every year, more than 70 million Americans visit a live auction. Some go to buy things, some go just to watch. But more than 95 percent go because it's fun and exciting.

Now, anyone with a computer screen or personal digital assistant (PDA) will have the ability to watch and bid on selected auctions of all kinds and enjoy riveting programs on the personalities and high-profile collectibles that fuel the \$257 billion-a-year global auction industry. How? Through Auction Network—the first network dedicated to all things auction. As of early 2008, Auction Network will be televised on cable and satellite around the clock.

A team of Gemstar-TV Guide International, Inc. veterans has unveiled launch plans for Auction Network at The National Auctioneers Association's (NAA) International Auctioneers Conference and Show in San Diego. The network, which has an exclusive agreement with the NAA, the largest auctioneers association, will launch as an Internet television network with 24/7 streaming video, VOD and gaming content. Cable and satellite television platforms will launch in 2008.

eBay Meets ESPN And "Entertainment Tonight"

"Auction Network will enable viewers to enjoy the thrill of competitive buying and to participate as 'virtual bidders' in live auctions ranging from high-octane automobiles, million-dollar thoroughbreds, exclusive wine collections and their favorite celebrity's private collections," explains Pam McKissick, CEO and founder of Auction Network.

"But this is not a shopping network," McKissick continues. "It's an around-the-clock world of entertainment that will include behind-the-scenes and family shows with heartwarming stories about auctioneers, collectors, artists, buyers and sellers as well as fun kid auctions and national auctioneer contests where voting will, in talent-scout fashion, happen live and interactively across the U.S. in search of the next auctioneers."

Bubbly TV personality Tava Smiley, whose credits include "General Hospital," "I Want That! Kitchens," correspondence for "Extra" and hosting Fox Movie Channel's red carpet movie premieres, will serve as the Network's main host. Smiley fits well in the role: She comes from a family with a history in auctioneering and occasionally serves as a celebrity

auctioneer for Hollywood events.

From antique cars to zebra rugs, Auction Network will offer it all. Auction Network will include feature-rich, diverse and engaging programs focusing on auctions and the stories behind their items. Viewers can participate in the bidding process as virtual bidders by logging on to the Web site or opting in via mobile phone. A voice-activated system will award the bid and ask the virtual bidder for acknowledgement. Virtual bidders may enter a "proxy bid" or a bid prior to the sale if they are unable to participate live, and they may also request "wake-up calls," which provide an automated phone call alert for categories of interest.

Auction Network will make information about auction products available to viewers through several media including online catalogs, high-resolution photos and live streaming videos. Product previews will be available prior to and during the auction so the online bidder experience more closely mimics being at the live auction event. Questions and bidder support will be provided by a toll-free number staffed with Auction Network representatives.

More information can be found at www.auctionnetwork.biz.