



THE BBC

REACHING THE UNITED KINGDOM AND BEYOND

Sotheby's
INTERNATIONAL REALTY

THE
LARGEST
BROADCAST
NEWS
OPERATION
IN THE
WORLD

Cover property located in: Orford, New Hampshire, United States

Founded in 1922, the **British Broadcasting Corporation** is a British public service broadcasting company and is the largest broadcast news gathering operation in the world. Headquartered in London, the BBC's 90 years of service include television, radio and their proprietary website, BBC.com, where nearly 74 million unique visitors call on each month... and where our collaboration unfolds.

In addition to helping us drive incremental brand awareness in markets all around the world, our brand's relationship with the BBC provides entrée into unique and exclusive content-sharing options designed specifically to create awareness for the listings we represent.

BBC News Sport Weather Travel Futures TV Radio More... Q

TRAVEL IN ASSOCIATION WITH **Sotheby's** INTERNATIONAL REALTY

Home Destinations Themes Videos Columns Passport blog RSS

ADVERTISEMENT

INTRIGUING Discover Properties Sotheby's INTERNATIONAL REALTY
Pisa, Italy View Details

61 travel features tagged "Living in..." Filter by destination

LIVING IN Living in... Vienna
Modern Vienna is the cultural and political heart of Austria and a world-class city with a soft spot for the finer things.
Read more...
26 December 2012
[Austria](#)

LIVING IN Living in... Savannah
With its stately squares, Spanish moss and sizzling arts scene, this compact Georgian city is one of the country's most romantic – and most haunted – cities.
Read more...
12 December 2012
[USA](#)

LIVING IN Living in... Bali
While development threatens to swamp some of the Indonesian island's built-up areas, Bali's almost mystical landscapes still draw new visitors year after year.
Read more...
28 November 2012
[Indonesia](#)

LIVING IN Living in... Melbourne
Known for being one of the world's most liveable urban areas, Australia's second city has a rich and varied street life with distinct and charming

ADVERTISEMENT

Sotheby's INTERNATIONAL REALTY
WATERFRONT PROPERTY
Con Dao, Vietnam VIEW PROPERTY

VIDEO Marietta, Georgia United States VIEW PROPERTY

SEARCH PROPERTIES BY

LOCATION: ANY LIFESTYLE: ANY
MIN. PRICE (\$): ANY MAX. PRICE (\$): ANY

GO

CONNOISSEURS OF LIFE

“LIVING IN” MICROSITE

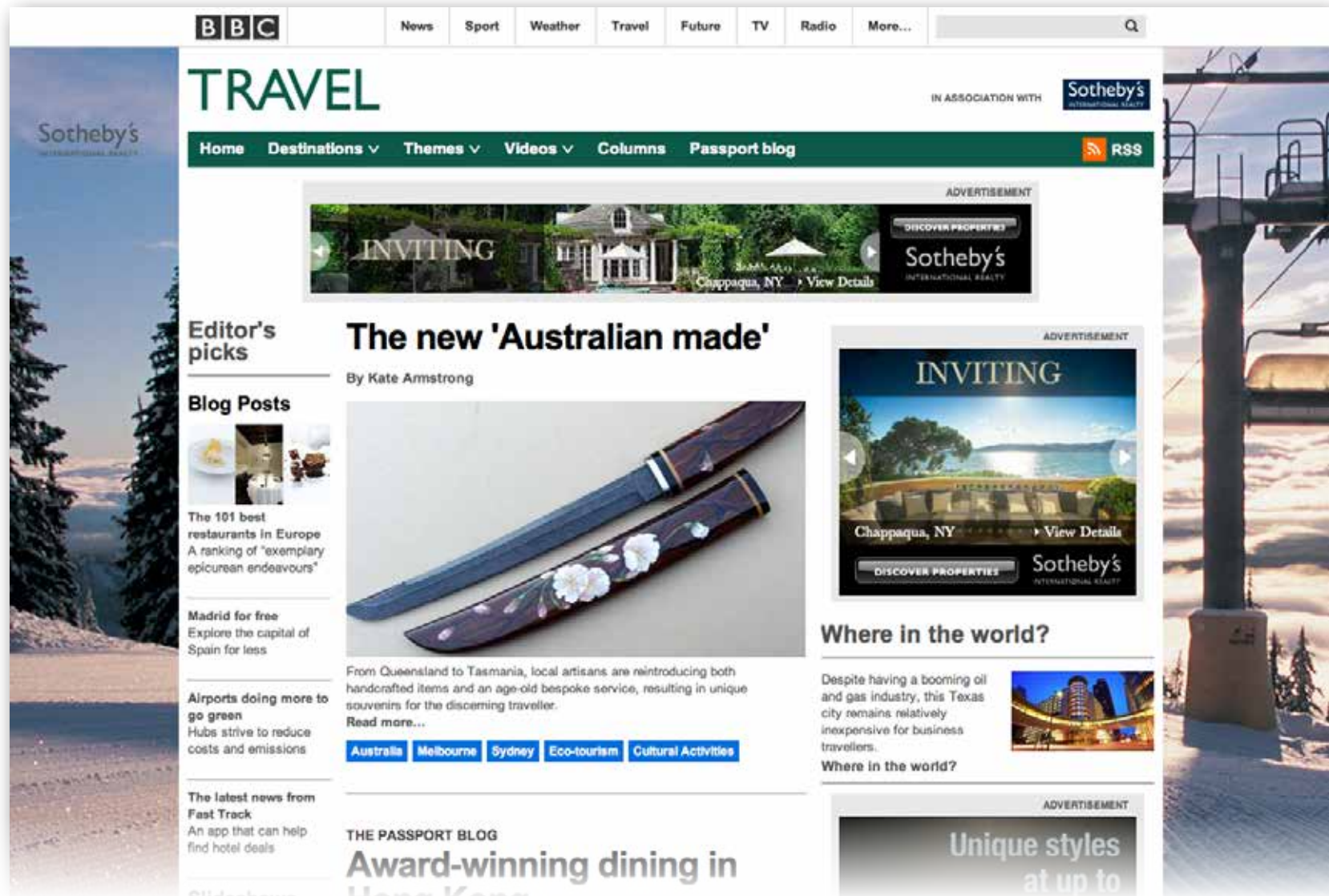
Working in partnership, we identified the most popular and desirable locations in the world and developed full-length articles showcasing all the featured areas have to offer. These articles, as well as various custom designed ad units, are showcased within an exclusive microsite, “Living In,” created to drive **6M media impressions throughout 2013.**

“VOICES” SLIDESHOWS The “Voices” microsite uses the same platform as “Living in” and features 15 exclusive slideshows along with traffic driving ad units, an immersive wallpaper treatment and social media promotion on all slideshow launches. “Voices” is **anticipated to deliver an additional 1.5M media impressions.**

The screenshot shows the BBC Travel website with a navigation bar at the top including News, Sport, Weather, Travel, Future, TV, Radio, and More... The main header features the word "TRAVEL" in large green letters, with the Sotheby's International Realty logo and "IN ASSOCIATION WITH" text to the right. Below the header is a green navigation menu with links for Home, Destinations, Themes, Videos, Columns, and Passport blog, along with an RSS icon. The main content area is divided into several sections:

- Advertisement:** A large banner for "ENDURING" in Austin, TX, featuring a stone tower and a "View Details" link.
- Filter by destination:** A dropdown menu.
- 61 travel features tagged "Living in..."**: A section listing travel features with a "Filter by destination" dropdown.
- LIVING IN Living in... Vienna**: A feature article about Vienna, Austria, dated 26 December 2012, with a "Read more..." link and an "Austria" tag.
- LIVING IN Living in... Savannah**: A feature article about Savannah, USA, dated 12 December 2012, with a "Read more..." link and a "USA" tag.
- LIVING IN Living in... Bali**: A feature article about Bali, Indonesia, dated 28 November 2012, with a "Read more..." link.
- Advertisement:** A banner for "HARMONIOUS" in Nogales, AZ, featuring a large house and a "View Details" link.
- Advertisement Feature:** A banner for Sotheby's International Realty with the text "Once you're there..." and a "READ MORE" link.

TRAVEL HOMEPAGE BUYOUTS Another exclusive component to our relationship is our periodic full-day buyouts of the BBC's travel home page, where we have ad units featuring listings in three unique size options. One of the most highly trafficked sections of the BBC, these homepage buyouts **add another 400k impressions to our overall collaboration.**



BBC News Sport Weather Travel Futurs TV Radio More... Search

ADVERTISEMENT

INTRIGUING Sotheby's INTERNATIONAL REALTY

Click

A bright future

The use of LED lighting is on the increase. Click's Ian Hardy looks at its continuing evolution, and sees the latest improvements for 2013.

News

Giffords in gun control campaign

Former US congresswoman Gabrielle Giffords, who survived a gunshot wound to the head during a mass shooting, launches a campaign against gun violence.

Earth-sized planets 'number 17bn'

An analysis of planet candidates suggests at least one in six stars in the night sky hosts an Earth-sized planet - 17 billion in total.

US Benghazi raid suspect 'freed'

'Cyanide killed' US lottery winner

Laser used to shoot down drones

Support for censored China paper

Eurozone unemployment at new high

Technology of Business

Predictive text

Forget the fortune cookie - what do experts think 2013 holds in store for technology?

Who will call it right in 2013?

Sailing into the future of global trade?

Make it work: On the logistics frontline

Business

Virgin Atlantic unveils new boss

Samsung estimates record profit

Marketwatch (min delay 15 mins) Marketwatch Ticker

Dow Jones	13346.09	▼ -38.20	-0.29%
Nasdaq	3090.70	▼ -8.11	-0.26%
FTSE 100	6088.70	▲ 4.12	0.07%
Dax	7711.94	▼ -20.72	-0.27%
Cac 40	3720.42	▲ 15.78	0.43%

Sport

Guardiola wants coaching return

Pep Guardiola tells a conference in Zurich he is ready to return to coaching following his break from the game.

Sportsday - breaking transfer news

Suspended Warner defends 'passion'

Villa not moving, say Barcelona

Messi wins record fourth Ballon d'Or

Most Popular in News

Shared Read Watched/Listened

- Hunt for Spitfires buried in Burma
- Boy DJ produces dubstep single
- Bowie releases new single
- One-minute World News

INTRIGUING

Qrepos, CR

DISCOVER PROPERTIES

Sotheby's INTERNATIONAL REALTY

Qrepos, CR

DISCOVER PROPERTIES

Sotheby's INTERNATIONAL REALTY

BBC HOMEPAGE ROTATIONS

Sotheby's International Realty brand integration appears on the BBC.com home page in an effort to reach as many followers of the site as possible. Executing three different ad units, our presence on the home page of BBC.com is **estimated to deliver 900k media impressions.**

BBC.COM BANNER ROTATIONS Rounding out our plan is the implementation of banner ad rotations within the following areas on BBC.com, some of which are meant to drive awareness with mobile users, and all combined are **primed to deliver 36M media impressions**:

- ▶ BBC.com behavioral targeting, affluent consumer segment
- ▶ BBC.com geo-targeted rotation
- ▶ BBC.com/Travel Geo-Target Rotation
- ▶ BBC.com Smart Phone Targeting
- ▶ BBC.com Safari Browser
- ▶ BBC.com run-of-site banner placements
- ▶ BBC.com homepage travel module



Through this collaboration, we will deliver
over 47M media impressions this year.

OUR COLLECTIVE GOAL

It is our hope that consumers visiting BBC.com enjoy learning about the special areas that the *Sotheby's International Realty* brand represents listings in and our ongoing commitment to artfully unite extraordinary homes with extraordinary lives. Together, through this collaboration, we will **deliver over 47M media impressions this year** and help further position our brand as the local real estate services provider offering unrivaled access to qualified people and distinctive properties around the world.

KEY INTERNATIONAL MARKETS

REGION	TOTAL UNIQUE VISITORS	TOTAL VISITS	TOTAL PAGES VIEWED
United States	17,148,170	42,870,425	215,823,000
Canada	2,969,783	6,474,127	71,346,000
Australia	2,197,089	2,197,089	36,763,000
India	2,189,556	4,335,321	16,752,000
Russian Federation	1,659,844	4,448,382	8,366,000
Germany	1,467,453	4,578,453	22,446,000
Nordic Countries	1,394,340	3,876,265	21,928,000
France	1,282,056	3,166,678	23,681,000
Spain	1,192,305	2,253,456	1,504,000
Vietnam	963,976	3,132,922	18,045,000
Ireland	921,143	3,131,886	20,317,000
Netherlands	880,831	3,963,740	13,162,000
Brazil	830,495	3,155,881	4,158,000

TOP US MARKETS

REGION	TOTAL UNIQUE VISITORS	TOTAL VISITS	TOTAL PAGES VIEWED
New York, NY	624,384	1,998,029	5,556,960
Sunnyvale, CA	483,984	1,839,139	824,412
Los Angeles, CA	436,416	1,789,306	2,898,432
Chicago, IL	385,668	1,114,581	2,518,704
San Francisco, CA	307,908	985,306	1,849,200
Houston, TX	287,665	977,004	2,236,800
San Jose, CA	232,908	810,520	928,896
Seattle, WA	219,120	609,154	1,556,292
Philadelphia, PA	218,736	654,021	1,289,280
Washington, DC	215,040	698,880	2,787,504
Denver, CO	172,548	671,212	1,057,800
San Diego, CA	168,996	469,809	1,285,008
Portland, OR	168,108	605,189	1,217,616
Atlanta, GA	165,636	679,108	1,048,416

GLOBAL REACH

REGION	TOTAL UNIQUE VISITORS	TOTAL VISITS	TOTAL PAGES VIEWED
Worldwide	73,403,397	146,072,760	1,816,606,000
Europe	33,269,881	81,511,208	1,280,659,000
North America	20,117,953	47,277,190	287,169,000
Asia Pacific	11,561,763	20,926,791	150,192,000
Middle East - Africa	5,355,094	12,048,962	73,353,000
Latin America	3,098,705	9,234,141	25,234,000
Australia	2,197,089	4,108,556	36,763,000

Sotheby's
INTERNATIONAL REALTY

© MMXIII Sotheby's International Realty Affiliates LLC. All Rights Reserved. Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC.
An Equal Opportunity Company. Equal Housing Opportunity. Each Office Is Independently Owned And Operated.