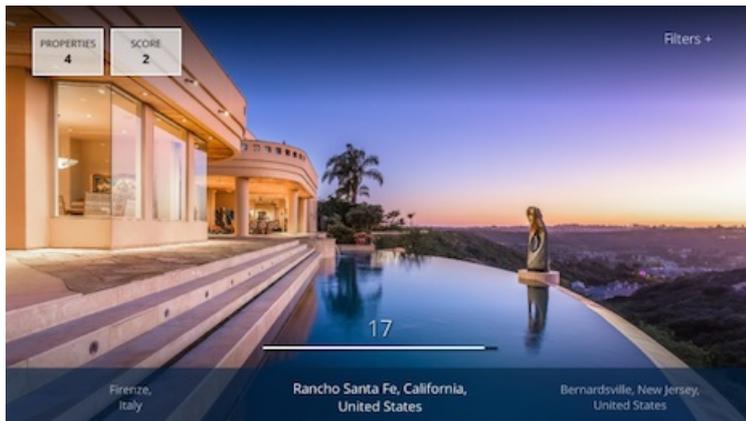


REAL ESTATE

Sotheby's Realty turns to Apple TV app to enliven exploration

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Screenshot from Sotheby's International Realty's Apple TV app

By STAFF REPORTS

Sotheby's International Realty Affiliates is making the search for a new home more entertaining and collaborative with the launch of a branded application for Apple TV.

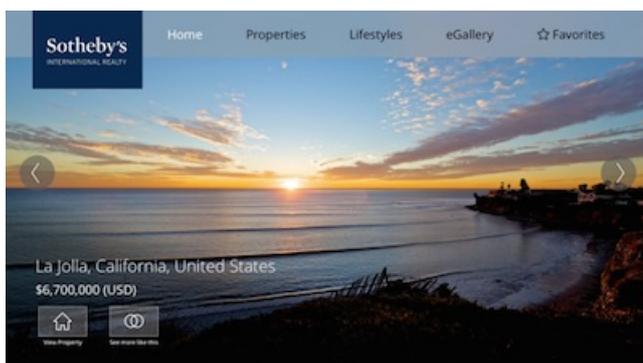
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From the app, available for download on the fourth generation of the devices, consumers can browse almost 50,000 properties on their television screen and take next steps on their favorites. A number of luxury brands from other sectors have taken advantage of television's immersive qualities for shopping or content experiences.

Communal affair

The Sotheby's International Realty app for Apple TV allows prospective buyers to browse by city, state, country or lifestyle. For instance, a consumers can specify their interest in a particular sport, such as equestrian or golf, or provide a general location such as metropolitan or lakefront to be shown homes that fit that trait.

Filters can be applied by using the Apple TV's native Siri dictation or by entering text.

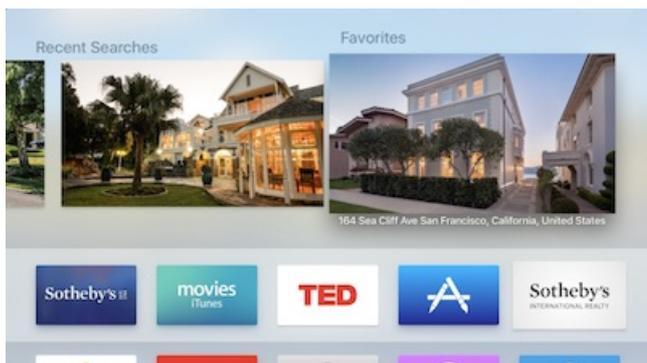


Screenshot of Sotheby's Realty Apple TV app

If the consumer sees something they like, they can share the home via email, save their favorite locations and bookmark specific properties. Aside from the app itself, recent searches and favorite homes can be saved to the top

row of the Apple TV home screen.

For those ready to make a move on the home, they can contact a sales associate directly from the app.



Apple TV home screen with Sotheby's Realty content

Adding a level of fun, consumers can additionally browse on a "game mode." Here, properties are shown without a listed location so viewers can guess the locale.

"The Sotheby's International Realty Apple TV app allows the process of finding a home to become a collective, interactive experience," said Christian Russo, director of interactive marketing media & platforms, Sotheby's International Realty Affiliates LLC.

"We are committed to providing an elevated design that provides the best visual experience a consumer can have," he said. "With this app, we are inviting families to come together on the couch and immerse themselves in the home-buying conversation."

Sotheby's International Realty - Apple TV

The Apple TV format lends itself to imagery and video content, but brands are finding ways to make it more than just an inspirational touchpoint.

Online retailer Mr Porter is bringing its editorialized commerce to a new channel with the launch of an Apple TV app devoted to its video content.

The brand's Apple TV app connects to user's mobile devices, enabling them to shop the looks seen on screen as they watch. While other luxury labels have emerged on Apple TV, this first-of-its-kind shoppable app represents a new concept in luxury retail ([see story](#)).

Sotheby's auction house was also an early adopter of the Apple TV, rolling out its app last year ([see story](#)).