

Digital Downloads Tell the Story

Written by Bob Snyder
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205 million downloads of product sheets per quarter can tell you a lot about the market. And Q1 2011 tells a few stories that ICEcat, publisher of product content for 14,140+ channel partner websites, can share with us.

Today, ICEcat offers more than 1 million product data-sheets of more than 4000 brands, in 35 languages and their data-sheets are used by on-line shops, channel partner ERP systems, comparison sites, purchase systems and other applications.

More brands launch into on-line as a 64% surge from Q1 2010 to Q1 2011 shows ICEcat now offers 4028 brands. That's either healthy competition chasing the business or a lemming-like push towards the cliff. But with that amount of brands, the early adopters into on-line sales no longer have the pioneer advantage.

On top of more brands, there were more product categories...can you believe we represent more than 1030 product categories? Is that volume just more confusing for customers or are we really over-excelling in reaching niche product areas? Of course, you have to factor in the consumer electronics products that by jumping from analog to digital join in the consumer IT channel.

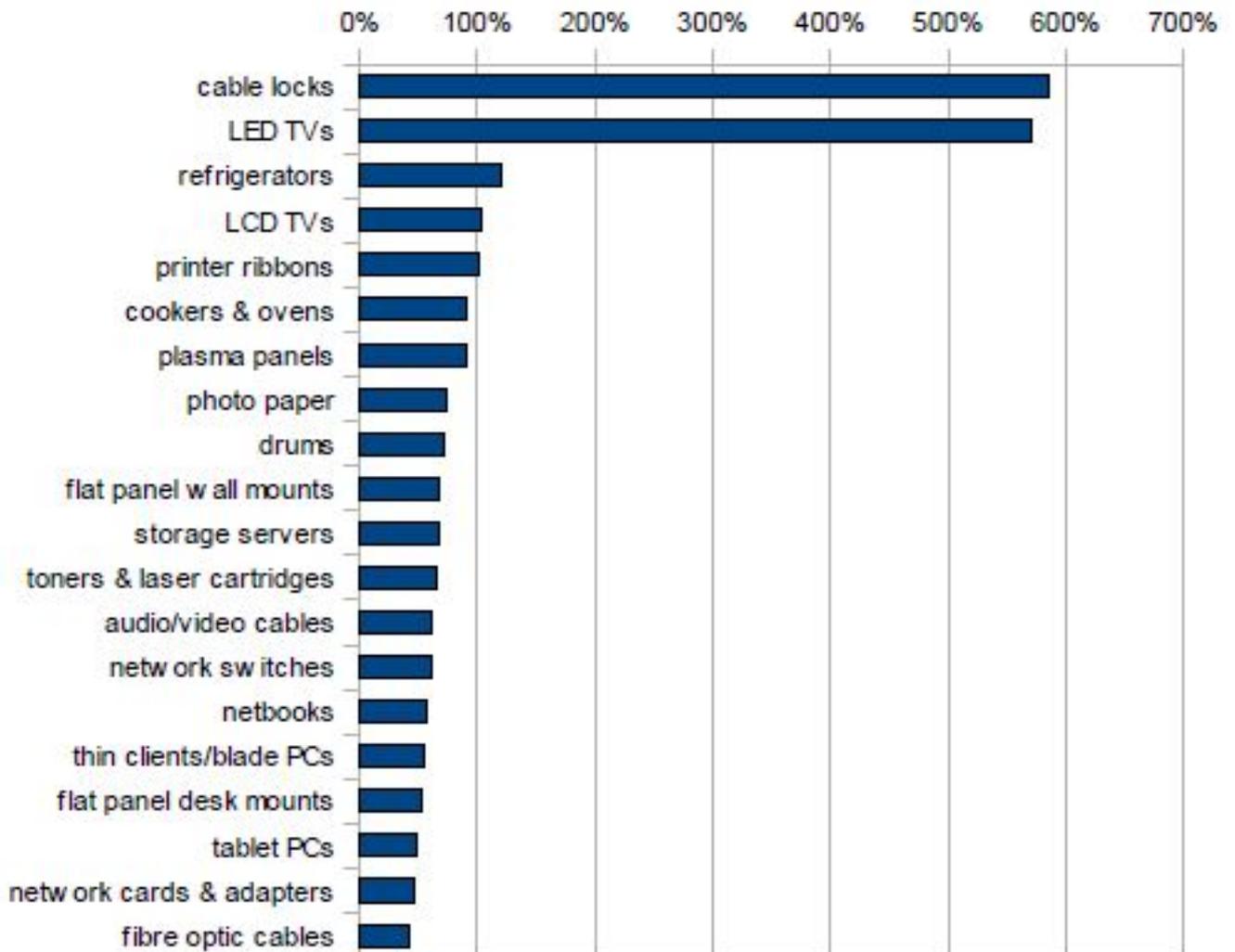
ICEcat added 28% more channel partners this Q1, demonstrating that more of us are increasing our on-line activity.

All this new activity helped spur datasheet downloads (DDs) to 205 million in Q1, up 21% from last year's Q1.

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Top 20 Fast-Growth Categories Q1-2011 (Icecat.biz)



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