

Digital Downloads Tell the Story

Written by Bob Snyder
25 May 2011

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.

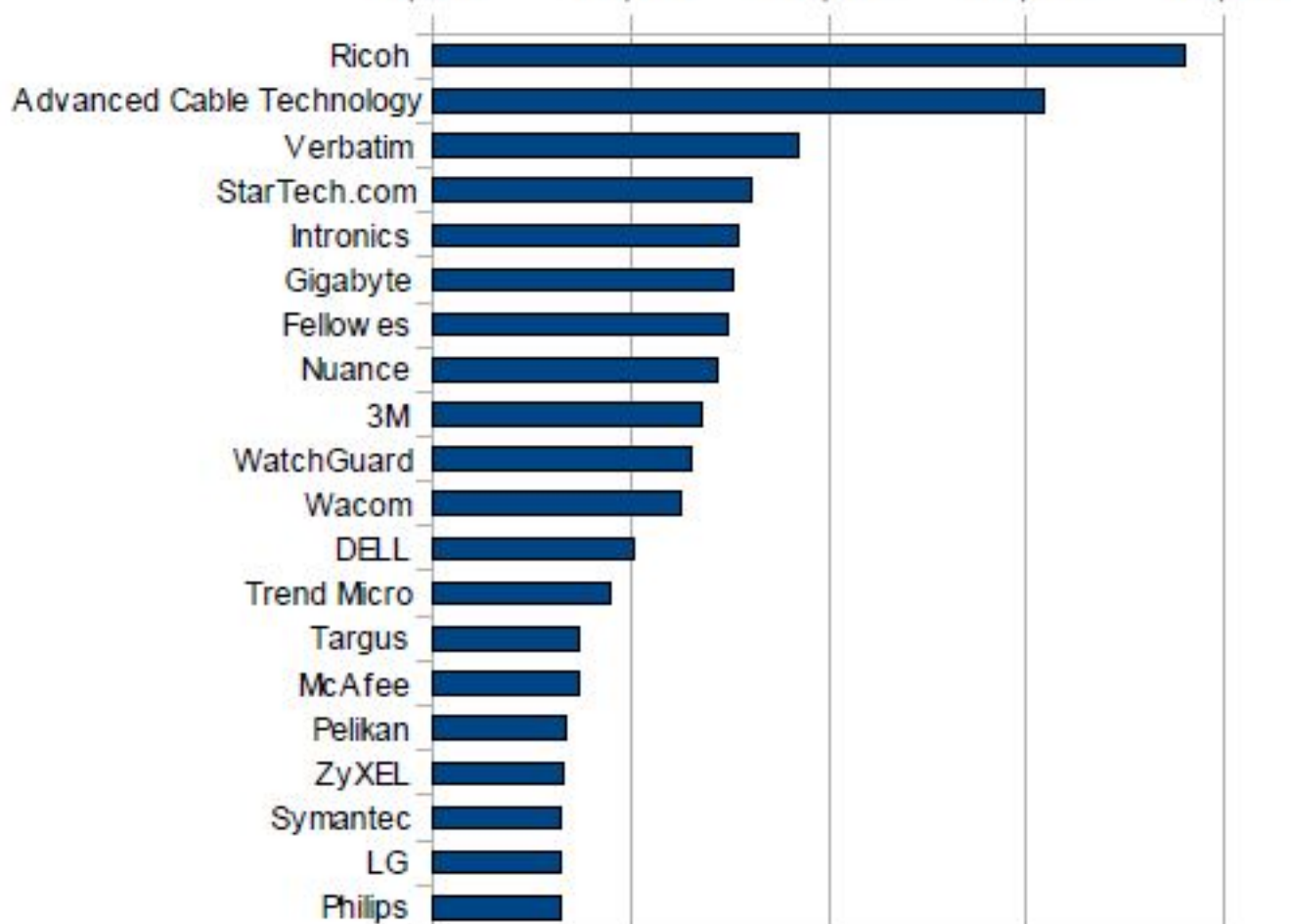
More brands launch into on-line as a 64% surge from Q1 2010 to Q1 2011 shows ICEcat now offers 4028 brands. That's either healthy competition chasing the business or a lemming-like push towards the cliff. But with that amount of brands, the early adopters into on-line sales no longer have the pioneer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

0,00% 100,00% 200,00% 300,00% 400,00%



123456789101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

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Top 100 Categories

Rank	Category	DDs Q1-2011	Growth
1	notebooks/laptops	25518339	27
2	warranty & support extensions	9678979	4
3	PCs	9389945	8
4	memory modules	6109953	0
5	toners & laser cartridges	6044835	66
6	ink cartridges	5864668	39
7	software licenses/upgrades	4597459	19
8	flat panel displays	4581464	34
9	hard disk drives	4236004	-4
10	servers	3692004	0
11	LCD TVs	3329758	103
12	multifunctionals	3143381	32
13	network switches	3098340	61
14	network cards & adapters	2608004	47
15	networking cables	2584185	23
16	digital cameras	2427185	-11
17	video cards	2393594	1
18	keyboards & desktops	2376592	-9
19	laser/LED printers	2260899	26
20	notebook bags & cases	2247896	10
21	processors	1968890	-22
22	netbooks	1926347	58
23	mice	1894310	2
24	rechargeable batteries	1846670	-2
25	motherboards	1822259	20
26	routers	1636152	29
27	antivirus & security software	1601856	36
28	mobile device cases	1581342	23
29	mobile phones	1507228	-16
30	audio/video cables	1477253	62

Ranking by Q1-2011 Digital Downloads (1st quarter 2011). All figures are in units. Data is preliminary and subject to change.

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Product Category	Percentage
cable locks	580%
LED TVs	570%
refrigerators	120%
LCD TVs	110%
printer ribbons	105%
cookers & ovens	95%
plasma panels	95%
photo paper	85%
drums	80%
flat panel w all mounts	75%
storage servers	75%
toners & laser cartridges	70%
audio/video cables	65%
network switches	65%
netbooks	60%
thin clients/blade PCs	55%
flat panel desk mounts	55%
tablet PCs	50%
network cards & adapters	45%
fibre optic cables	40%

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