

# iPad Catalog category sees 330% rise in catalog app downloads

Submitted by: YUDU Media

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LONDON, UK – YUDU Media (<http://www.yudu.com>), the award-winning provider of digital publishing solutions, has released its first performance stats since the launch of Apple's iPad Catalog category on March 7th 2012.

The stats show that retailers are seeing significant increases in the rate of daily iPad catalog app downloads, averaging a 330% rise across YUDU Media's portfolio of retail clients.

With YUDU Media producing many of the US's top iPad catalogs (including Lands' End, dELIA\*s, Alloy, L.L.Bean & Coldwater Creek) as well as digital catalogs for leading UK retailers such as Littlewoods, Lakeland and Very, the company is confident the figures are indicative of a wider download trend within Apple's iPad Catalog category.

Richard Stephenson, CEO of YUDU Media, says: "Catalog apps used to be lost within Apple's Lifestyle category and app downloads were limited by lack of discovery. However, with the launch of Apple's Catalog category, catalog apps are now far more visible. This is reflected in a huge rise in the number of daily downloads, some retailers seeing rises of over 500%."

Stephenson continues, "this is further good news for retailers as iPad catalog basket sizes are, on average, 50% higher than retailers' own website shopping carts."

For further information on iPad catalogs please watch the YUDU Media iPad catalog video by clicking here (<http://www.yudu.com/catalogs.php>).

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Notes to editors:

About YUDU Media

YUDU is an award-winning publishing support service provider, enabling professional publishers, brand owners, marketers and retailers to publish interactive, rich media content to the Web, mobile and tablet. The YUDU cloud publishing platform allows content providers to publish magazines, catalogs, brochures and books in multiple digital formats. With offices in London, Lancashire and Boston, MA, YUDU offers advanced professional publishing with Yudu.com (<http://www.yudu.com>).

The statistics quoted in this press release are taken from across YUDU Media's portfolio and cannot be attributed to any individual retailer.

YUDU Media iPad app eCatalog examples:

Lakeland (<http://itunes.apple.com/gb/app/lakeland-digital-catalogues/id411453541?mt=8>)

Lands' End (<http://itunes.apple.com/gb/app/lands-end/id410010906?mt=8>)

Littlewoods Catalogue (<http://itunes.apple.com/gb/app/littlewoods/id456979840?mt=8>)

dELiA\*s (<http://itunes.apple.com/us/app/delia-s-ecatalog/id444087034?mt=8>)

Very (<http://itunes.apple.com/gb/app/very-catalogue/id378333634?mt=8&ls=1>)

Jockey (<http://itunes.apple.com/us/app/jockey-catalog/id423992560?mt=8>)

ALLOY eCatalog (<http://itunes.apple.com/us/app/alloy-ecatalog/id444088767?mt=8>)

L.L.Bean Signature Catalog (<http://itunes.apple.com/us/app/l.l.bean-signature-catalog/id476011766?mt=8>)

YUDU Media iPad brochure case study:

Cunard Cruise Line

(<http://content.yudu.com/A1wjt5/CunardCaseStudy/resources/index.htm?referrerUrl=http%3A%2F%2Fwww.yudu.com%2Fcas>)