

Icecat Live, JSON, and CSV Usage Expanded during 2019. XML Most Used Integration Method.

XML most used integration method during 2019. Although, there were some small shifts in the [Icecat](#) interfacing methods that our users, connected platforms, use. The Icecat portal is still generating a lot of visibility leading to manual lookups called “www” (45%). We separated the measurements for [JSON](#) downloads (4%) from the [Live](#) interface (13%) during 2019. The share of [CSV](#) downloads increased relatively fast from 6% to 8%. But, still, XML most used integration method during 2019

XML by far most used data exchange method

JSON, Live (JavaScript), and CSV where the Icecat request methods that each increased their share modestly with 2% at the expense of the other methods. XML and portal lookups. [XML](#) is still the most popular technical data exchange method (30% of connections). And is expected to maintain its position for years to come.

The total of unique platform connections increased by 2% to around 11K. A trend is that more and more sellers make use of product content via e-commerce platforms. Which makes a shared use of [Icecat connectors](#).