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iPad apps: Cool, but will they scale?

Sanoma, Respekt and Chip showed off some beautiful iPad apps at an event of the Union of Publishers last week and made a strong case for why tablets provide an improved reader experience. Jan Poštulka of OMD dampened the mood a bit when he declared that for now at least, iPad apps in the CR are mainly a matter of prestige, given the low penetration rate. Respekt's numbers revealed the sober truth - 5,229 downloads of the application, and an average of 1,296 readers per week. And so far it's free. GM Jaromír Skopalík of Bauer Media said after listening to the presentations that he fails to see the business model. Indeed, three things are holding back the profit potential: The small number of devices (about 60,000 in the CR), the 30% cut Apple takes (40% including VAT) and the natural limitations on global expansion imposed by the Czech language (10m speakers and going nowhere fast).



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