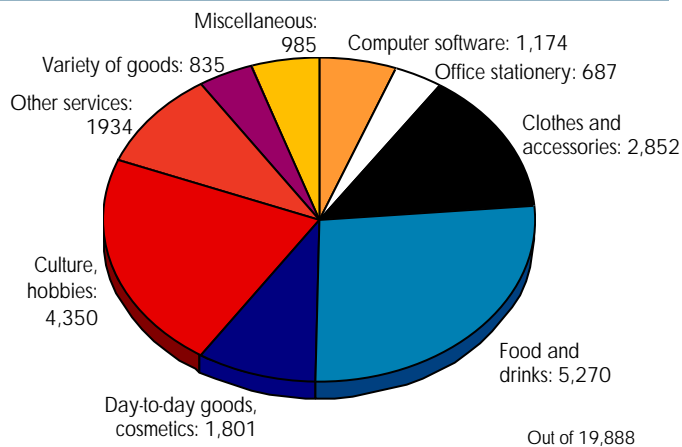


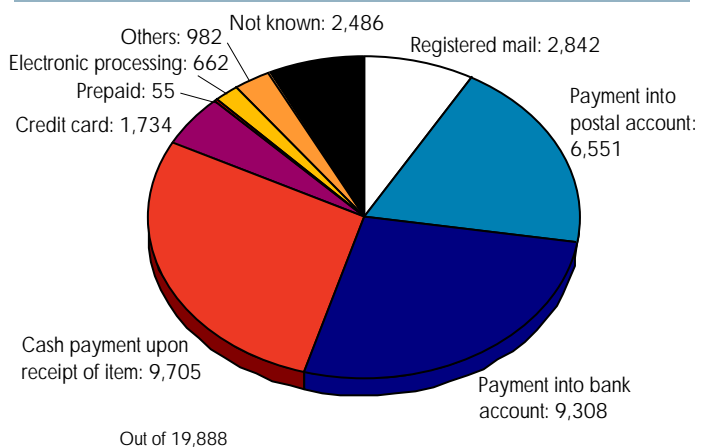
Number of Online Specialty Shops in Japan

	1995	1996	1997	1998	1999
Japan's first online specialty shop – selling udon at www.niji.or.jp/yamada – went live in October 1994. The scene has warmed up a bit since then:					
01:	n/a	752	3,096	7,739	13,150
02:	n/a	901	3,276	8,109	13,419
03:	n/a	1,094	3,547	8,785	14,008
04:	n/a	1,319	3,966	9,242	14,567
05:	n/a	1,490	4,376	9,707	15,202
06:	n/a	1,682	4,815	10,068	15,973
07:	n/a	1,866	5,350	10,426	16,870
08:	n/a	2,099	5,840	10,926	17,656
09:	224	2,286	6,193	11,296	17,929
10:	308	2,524	6,643	11,903	18,068
11:	470	2,683	7,086	12,379	18,147
12:	631	2,912	7,463	12,870	18,232

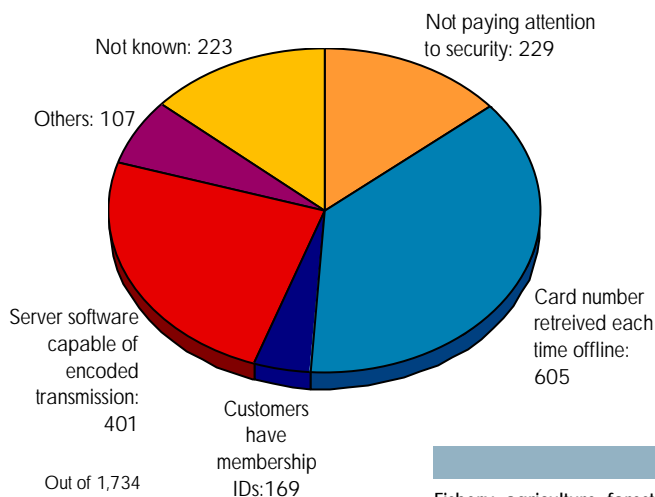
Products and Services of Specialty Shops in Japan



Payment Methods at Online Specialty Shops in Japan



Security of Shopping Sites in Japan



Backgrounds of Online Specialty Shop Owners in Japan

Fishery, agriculture, forestry	589	Transport equipment	19
Mining	3	Refined equipment	103
Construction	74	Other products	1225
Foods	2036	Electricity, gas	1
Fabrics, textile	320	Transportation, warehouses	38
Pulp, paper	23	Retail, distribution	9546
Chemicals, pharmaceuticals	120	Finance, insurance	32
Petrochemical and rubber products	14	Estate agents	41
Steel	6	Media and communication	325
Nonsteel metals, other metal products	91	Information services	1145
Machinery	37	Other services	1871
Electronic equipment	193	Individuals	1098
		Other	664
		Not known	274

Backgrounds of Online Shopping Mall Owners

Fishery, agriculture, forestry	4	Other products	8
Mining	0	Electricity and gas	0
Construction	2	Transportation, warehouses	2
Foods	21	Retail and distribution	138
Textiles, fabrics	4	Finances, insurances	2
Pulp, paper	1	Estate agents	3
Chemicals, pharmaceuticals	0	Media and communication	16
Petrochemical and rubber products	1	Information services	148
Steel	0	Other services	64
Nonsteel metals and metal products	0	Individuals	22
Machinery	0	Other	52
Electronic equipment	11	Not known	28
Transportation equipment	0		
Refined equipment	4		

Total number of online shopping malls: 531

Compiled by Yuh Nagano

Source: Cyber Business Case Bank (www.ccci.or.jp/cbb)